

LIFE

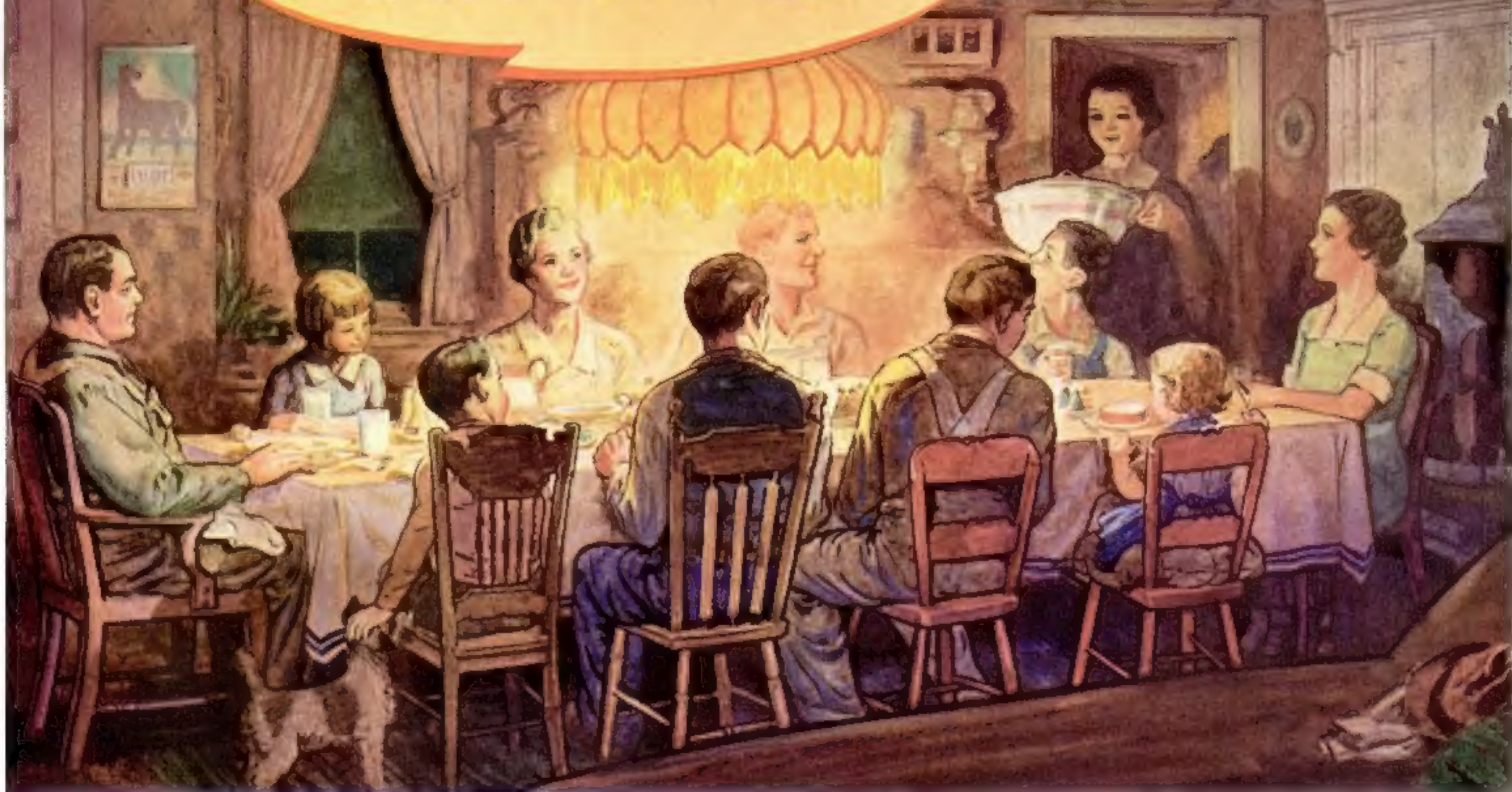


JUPITER AND MERCURY ON BROADWAY

NOVEMBER 1, 1937

10 CENTS

Down here in the country
a soup has to be good enough
to be a meal in itself!



SOUP is a natural farm dish. In the country it is made from good, rich soup stock and fresh home-grown vegetables. It isn't just a fancy combination of rare tidbits. And—it must be a lot more than merely "a tasty appetizer".

Country soup was made famous by women who took plenty of pride in their cooking and had plenty of garden-fresh ingredients at their disposal. These women faced the problem of feeding large families of hardworking grown-ups and active, growing kids, with tasty, substantial satisfying food that was inexpensive. They solved it by matching an unlimited knowledge of soup making against decidedly limited budgets.

Now we farm folks in South Jersey are particularly blessed with soup-producing vegetables and our women folk are especially proud of their tomato, vegetable, pea and bean soups. That's why we specialize on canning those four kinds.

We think, for instance, that folks in Baltimore know more about oysters than we do. And we're

willing to admit that people out in Idaho have us licked on the raising and the cooking of potatoes. But when it comes to garden truck (especially tomatoes) we Jersey folks claim that we're "tops"—and so we specialize on the things in which we're specialists.



HURFF Ready-to-Serve

SERVES 6 to 8

When Hurff Ready-to-Serve Soup is served as a course most women add $\frac{1}{2}$ can of water to each can. A 22-ounce can can be made into 33 ounces of soup.



Most brands of condensed soup according to directions can be diluted by adding a full can of water. This 10 $\frac{1}{4}$ -ounce can makes only 21 ounces of soup which serves only 4 to 5 people.



Other ready-to-serve soups serve only 4. They have not sufficient richness and body to permit the addition of water. A 16-ounce can makes only 16 ounces of soup.

We know that other soup makers have written tempting advertisements and have put out some swell soups. But all we say is: "Try Hurff for vegetable soup, pea soup, bean soup and tomato soup!" We make only these four kinds—but we make each of them good enough to be a meal in itself! Hurff soups are ready-to-serve just as they come from the soup kettle. Folks call them *two-way* soups because they can be served two ways. As a wholesome meal our customers use them just as they come from the cans. For a soup course they add a half can of water to each can so that a single twenty-two ounce can of Hurff soup serves from six to eight people. Richer in flavor and full-bodied, the addition of water does not impair their taste. And—if that doesn't mean economy, we don't know what does!

Ask for HURFF

Tomato Juice . . . Tomato
Juice Cocktail . . . Tomato
Catsup . . . Tomato Soup . . .
Tomato Pures . . . Tomato
Aspic . . . Pork and Beans
. . . Vegetable Soup . . .
Spaghetti . . . Squash . . .
Bean Soup . . . Pea Soup . . .
Pumpkin . . . Hominy

SEASONED, COOKED AND PACKED BY EDGAR F. HURFF COMPANY



HURFF
The Jersey Tomato People

SWEDESBORO, N. J.

There's a lot of LIFE in this party



...and a lot of Studebaker room!

HAPPY days are here again for the children and all the family.

And if you want to prove it, just step into a Studebaker showroom and get an eyeful of the important-looking, exclusive-looking, new, low-priced luxury Studebaker of 1938—easily within the means of anyone who can buy any new car.

It's completely new. Nothing left over from other years went into a line of it. And there's no extra charge, even on the lowest priced model, for the new oversize Studebaker trunk, for the Miracle Ride provided by independent planar wheel suspension and finest hydraulic shock absorbers, for symmetrical direct-action steering, twin windshield wipers, tail lamps and sun visors, rattle-proof rotary door latches, safety glass all around, the new horizontal transmis-

sion and underslung hypoid gear rear axle.

Its head-on view is a heads-up blue ribbon winner in any showing of motor car thoroughbreds. And it's built in every inch with Studebaker's world-famed precision and painstaking. Take it out for a trial drive and give your spirits a lift even if you're not ready to buy. C.I.T. budget plan terms. The Studebaker Corporation, South Bend, Ind.



★ **STUDEBAKER'S NEW MIRACLE SHIFT** is actuated by vacuum but operates in the same way as the conventional floor lever gear shift. It provides real front floor clearway and makes the great roominess of the Studebaker driving compartment still roomier. Available at slight extra cost on Studebaker Commander and President models.

New low priced luxury
STUDEBAKER
OF 1938

This One



1FLK-FY8-XD96

CAR INSURANCE

at lower cost if you
are a careful driver



Edward S. Miller, Liberty Mutual representative, explains a simple, money-saving plan for responsible car-owners.



WE INSURE CAREFUL DRIVERS—not reckless drivers. Careful drivers have fewer accidents than reckless drivers; therefore we do not have to pay for so many accidents. This has saved many millions of dollars. But we do not keep this money. We pass it on to car-owners in the form of cash dividends. That's what is meant by *mutual* insurance. You can share in these savings if you are a careful driver.



A RECKLESS DRIVER caused this accident, just as reckless drivers cause most accidents. Now, after a split second of rash driving, this man is faced with damage suits and heavy financial loss. Such people cannot secure Liberty Mutual car insurance. We sell to careful drivers only—over 150,000 drivers have already qualified. Public records show that they are involved in fewer accidents. Thus you save money, first of all, because of our careful underwriting.

YOU SAVE also because of our direct dealing plan. These coins show the comparative cost of selling each \$1.00 of Automobile Insurance. This is another sensible economy.

Source: N. Y. State Ins. Dept. Casualty Experience Exhibits 1931-35.



THESE TWO SAVINGS have amounted to more than \$56,000,000 since 1912. This money is returned to policyholders in cash dividends. If you have a good driving record, you are eligible to share in these savings.



IF YOU HAVE AN ACCIDENT, you will get quick, competent service. We have 70 branch offices from coast to coast and more than 550 skilled adjusters. These men interview claimants—save you all bother and red tape—keep you out of court and trouble.

SEND FOR FREE BOOKLET

Mail this coupon for free 20-page, illustrated booklet which explains the Liberty Mutual plan. With the booklet we will send you an estimate of the saving you may make, and details of our easy payment plan. Clip the coupon now. No obligation.



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INSURANCE COMPANY

Home Office: Boston
Nation-wide service

LIBERTY MUTUAL also writes Workmen's Compensation, General Liability, Burglary and Robbery, Forgery and Fidelity Bonds for manufacturers, merchants and individuals. All forms of Fire Insurance written through United Mutual Fire Insurance Company.

LIBERTY MUTUAL INSURANCE CO.
31 St. James Avenue, Boston, Mass.

L-11-1

Without obligation, please send me free booklet which shows exactly how much careful drivers can save on car insurance; also facts about your convenient Deferred Payment Plan for responsible car-owners.

Name

Business Address

Town where car is kept

Make of Car No. of Cyls.

Body Type Model No. Year

FREE
TO NEW MEMBERS
OF THE LITERARY
GUILD...

*For the First Time... The WHOLE STORY of Our Nation...
Its Struggles and Triumphs • Its Builders and Heroes
and Rascallions • Revealed from the HUMAN SIDE!*

A NEW AMERICAN HISTORY

as only **W. E. WOODWARD**
could write it!

From the painting by Frederick J. Waugh, N. A. © Detroit Publishing Co.

HERE, at last, is a true story of your country, from its beginnings to modern times, which is so fascinating you will forget you are reading a history—you will seem to be actually living through the tremendous, dramatic events which formed the America we know.

For this is a history written "without gloves." The author of "George Washington" and "Meet General Grant" has torn away historic myths, discarded hallowed legends posing as facts. You will often be surprised, sometimes shocked, to find a traditionally great personage revealing petty and inconsistent traits of character. You will be equally amazed to learn that another character, fitted with a "dunce cap" by posterity, really had greater character and foresight than his contemporaries!

Mr. Woodward has proved that it is possible to write America's history as a tremendously exciting narrative, crowded with vital, often heroic, sometimes rascally, always fascinating characters—and full of action, adventure and meaning.

And now, through a special arrangement, it has been made possible for you to get this revolutionary **A NEW AMERICAN HISTORY** as a GIFT—if you accept at once this offer of free membership in the Literary Guild.

Guild Membership Is FREE

The Guild selects for your choice each month the outstanding new books before publication—the best new fiction and non-fiction. "Wings"—a sparkling, illustrated little journal—comes free each month to members. It describes the forthcoming selection and recommendations made by the Editors, tells about the authors, and contains illustrations pertinent to the books. This invaluable guide to good reading comes a month in advance, so members can decide whether or not the selected book will be to their liking. You may have the Guild selection any month for only \$2.00 (plus a few cents carrying charges) regardless of the retail price. (Regular prices of Guild selections range from \$2.50 to \$5.00.) Or you may choose from 30 other outstanding books recommended each month by the Guild—or you

Captain Kidd Became a Pirate by Accident

He was hired by a British syndicate to chase and capture buccaniers, but the greed of his crew forced him to turn pirate himself.

Called Lincoln a Baboon!

After Lincoln's inauguration, Edwin M. Stanton, who later became his Secretary of War, called him "the baboon in the White House."

Every Woman Was Every Man's Wife!

In the famous "Oneida Community" they called monogamy "selfish love" and every woman was the wife of every man. Children belonged to the whole community, not their parents.

READ THESE AND MANY OTHER AMAZING FACTS IN "A NEW AMERICAN HISTORY"

may order any other book in print at the publisher's price. But you need not take a book each month. As few as four within a year keeps your membership in force.

You Save Up to 50% Guild savings are not merely fractional savings. You get \$3.00, \$4.00, and \$5.00 books for only \$2.00, your book bills are cut in half, and you can afford to buy more books this way than under any other plan.

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This popular new BONUS plan gives thousands of Guild members an additional NEW book every six months ABSOLUTELY FREE. Full details will be sent to you upon enrollment.

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Remember: You buy only the books you want, and you may accept as few as four books a year. The Guild service starts as soon as you send the coupon. Our present special offer gives you the 895-page **A NEW AMERICAN HISTORY** absolutely free. This book will come to you at once together with full information about the Guild Service and special savings.

LITERARY GUILD OF AMERICA, Dept. 11 L.M., 9 Rockefeller Plaza, NEW YORK, N.Y.



**895
PAGES**

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Enroll me without charge as a member of the Literary Guild of America. I am to receive free each month the Guild Magazine "WINGS" and all other membership privileges. It is understood that I will purchase a minimum of four books through the Literary Guild within a year—either Guild Selections or any other books of my choice—and you guarantee to protect me against any increase in the price of Guild selections during this time. In consideration of this agreement you will send me at once, FREE, a copy of **A NEW AMERICAN HISTORY**, by W. E. Woodward.

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388 Yonge St., Toronto, Canada



Steno "Listens In"

GETS \$450 RAISE!



RECENTLY we asked 600 successful business girls what they wanted from a typewriter. Here's what they said: First, *quiet*—they know what typewriter clatter does to the boss's nerves and their own. Second, *feather touch*, so the machine won't wear them out before 5 o'clock. Third, *smooth operation*, so they'll have clean, even typing. And fourth, *speed*, so they can turn out good work quickly.

The new Remington Noiseless meets every one of these requirements. New improved tabulator system is part of keyboard. Listing figures is like typing. Makes clear originals and carbons—clean-cut stencils. Best of all, there's *no noise*! Who knows more about typewriters than the girls who use them? Look in the front offices! Everywhere the best-paid secretaries use Remington Noiseless.

Mail the coupon now for "20 Typewriting Short Cuts," an interesting, helpful booklet which will be mailed at once—free.

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The Typists' Best Friend

MAIL THIS COUPON TODAY!



Remington Rand Inc., Dept. L6.
465 Washington Street, Buffalo, N. Y.

Please send me your free booklet "20 Typewriting Short Cuts" and details of the 7-day free trial offer on your Remington Noiseless Typewriter.

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State _____



News of Plymouth's Great New 1938 Car

IT'S AN EXCITING CAR TO SEE...TO DRIVE...NEW RICHNESS OUTSIDE AND INSIDE...NEW COMFORTS AND DRIVING EASE...MORE VISION...AMAZING VALUE!

PLYMOUTH'S STORY

It's on display right now...the brilliant, new 1938 Plymouth. It celebrates the most outstanding record in automotive history.

10 years ago Plymouth was introduced. People found it had *more* beauty, safety, economy. They bought by the *thousands*.

No car has ever made friends *so fast*!

The 10th-year Plymouth is here...the greatest car we've built. Be sure to see it!

COSTS AMAZINGLY LITTLE TO OWN. Plymouth is priced with the lowest! And the Commercial Credit Company offers very convenient payment terms through Dodge, De Soto and Chrysler dealers. Tune In Major Bowes' Original Amateur Hour... Columbia Network, Thursdays, 9 to 10 P. M., E. S. T.



1 Step Up Close and Look at this beautiful 1938 Plymouth! The radiator is new in contour...look at that long hood! Fenders are deeper; headlights are larger...more efficient.



2 Now Step In and See How Easy it is to adjust the front seat. It rises as it moves forward—for easier vision.



3 This is News, too! Instruments are easier to read...and the hand-brake is located under the panel.



4 Try the Back Seat—it's "chair-height"...richly upholstered.



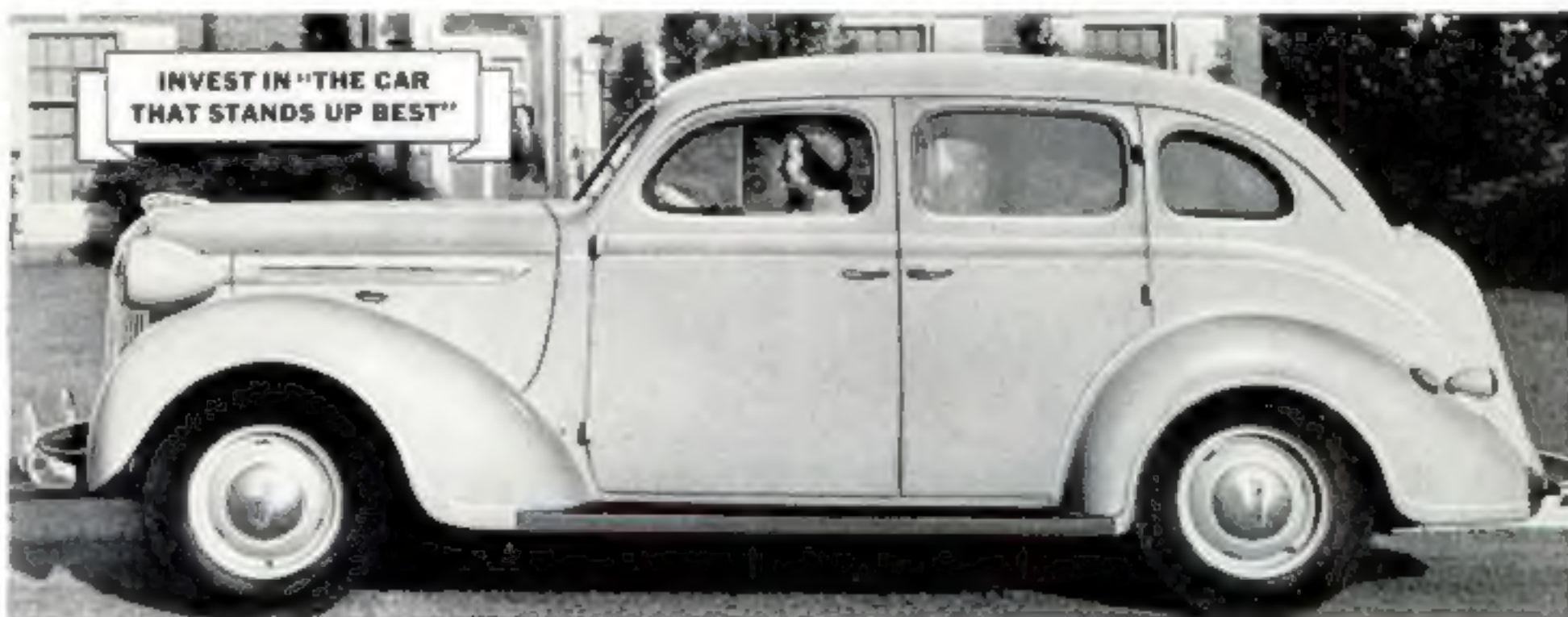
5 Stretch Out! Enjoy the greater elbow room, head room and leg room. The whole car "floats" on Amola steel springs, with airplane-type shock-absorbers. Live rubber body mountings block out road vibration.



6 Hear a Watch—Plymouth is sound-proofed like a radio studio.



7 Say, These Engineers Have Thought of Everything! Besides the tremendous extra room, this baggage compartment is fabric-lined to protect your luggage!



8 Isn't it a Beauty? The New 1938 Plymouth! The only low-priced car with Floating Power engine mountings... double-action hydraulic brakes...an all-steel body...a

Safety Interior...record savings on gas and oil. Go see and drive "the car that stands up best!" PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

PLYMOUTH BUILDS GREAT CARS

See the 1938 Plymouth

TELL HIM
TO SWITCH
TO KOOL

and he'll be all right



DOCTORS...lawyers...merchants...chiefs in every walk of life agree that KOOL is soothing to your throat. Is this cooling process a secret? Not a bit of it! KOOL is a blend of the choicest Turkish and Domestic tobaccos...with a touch of mild menthol added for refreshing, cooling flavor. And each pack brings you a valuable coupon, good in the United States for a wide choice of beautiful, practical premiums. Switch to KOOL and save those coupons! Brown & Williamson Tobacco Corp., Box 599, Louisville, Ky.

UNION MADE

TUNE IN Tommy Dorsey's Orchestra, NBC Blue Network, Fridays 9:30 P. M., E. S. T.



SAVE COUPONS...MANY HANDSOME NEW PREMIUMS



Zippo lighter; wind-guard, Satin chrome. FREE. Write for illustrated 32-page Lamp, 20" high. White porcelain base, miam. Plain or 3 initials...175 coupons B & W premium booklet, No. 14 Nicot parchment shade...400 coupons

RALEIGH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

LETTERS TO THE EDITORS

Thumbed

Sirs:

As soon as my copy of LIFE comes in, for first reading I thumb through the pages hastily, just "to see what you've got." I nearly thumbed myself off my chair when I thumbed up my son, Robert Riggs, of Germantown, and three pages of his drawings, in your issue of Sept. 13.

On behalf of his mother, I want to thank you very cordially for the fine publicity you gave him.

By the way, the first drawing he ever sold was to LIFE, when he was a very small boy. I do not remember the date, as I sent him all the information on his early work only a short time ago.

F. O. RIGGS

F. O. Riggs Printing Company
Decatur, Ill.

MacDuff's Duff

Sirs:

You have printed a picture of a Scot throwing the caber and have described his dress as being of the MacDuff tartan. Being of the clan myself and intimately familiar with the tartan, let me assure you that it (the tartan) contains no light colors.

ALAN D. DUFF, JR.

Arlington, N. J.

MacLeod's Janet

Sirs:

This is to tell you of my surprise and particularly my full approval of your cover on the Oct. 17 issue. It was a honey. The wearer was, I mean—not the veil.

Was more interested because her name was MacLeod. Never have seen a MacLeod who was so good-looking.

Our clan, straight from that little isle to the west of Scotland, is chock full of MacLeods, but Janet MacLeod certainly proves that our stock, at least as far as pulchritude is concerned is certainly on the upgrade.

Pray use more of Miss MacLeod's type in preference to that perspiry mug who graced your Oct. 10 issue. What a contrast! He may play football better than she, but beauty before brawn!

MACLEOD WILLIAMS

Dunkirk, N.Y.

"Gooy"

Sirs:

I certainly enjoyed the "Most Beautiful Athlete in Europe." It certainly shows us Americans up for we never produced such perfection in physical fitness. It is much more interesting to see male bodily perfection than all these gooy females you see all the time.

MASHE GOLDBERG

Oakland, Calif.

Heart, Smart

Sirs:

Because I like LIFE very much, excuse a little criticism intended to be constructive.

On page 23, Oct. 11 you state "On Sept. 30, its owners, the United States Lines, announced that the ex-Vaterland would now follow Kaiser-Bill" to the scrap heap.

Permit me to doubt that the U. S. Lines used any such "Smarty" language!

"Don't you know"

"If you had a heart"

"You could learn"

"To be twice as Smart"

NORMAN W. BELLEVILLE
Glenn, Calif.

continued on p. 8

MORE POWER TO YOU

NEW-TYPE SUPER-POWER
BATTERY GUARANTEED AS
LONG AS YOU OWN YOUR CAR



THE SAME CONSTRUCTION
AS USED ON BATTLESHIPS

Here it is! A Goodrich Battery that's built with the patented Kathanode construction—famous for use on battleships, airplanes and crack trains, where split second starts, steady brilliant lights, top efficiency performance are "musts," regardless of weather or climate. No wonder the Goodrich Kathanode Electro-Pak is guaranteed never to cost you a cent for repairs or replacement as long as you own your car.



NO GAS—REACHES STATION

Yes, and this new-type battery can pull you through many an emergency on its own power! In a sensational road test certified by Western Union, the Goodrich Kathanode Electro-Pak propelled a 3,150 pound car 1,836 feet—more than a third of a mile on battery power alone!



HERE'S 2-WAY PROTECTION

There's nothing exposed—no way for trouble to get in or sap power to escape. That's because the Goodrich Electro-Pak is the only battery with the Power-Saving Top Cover.



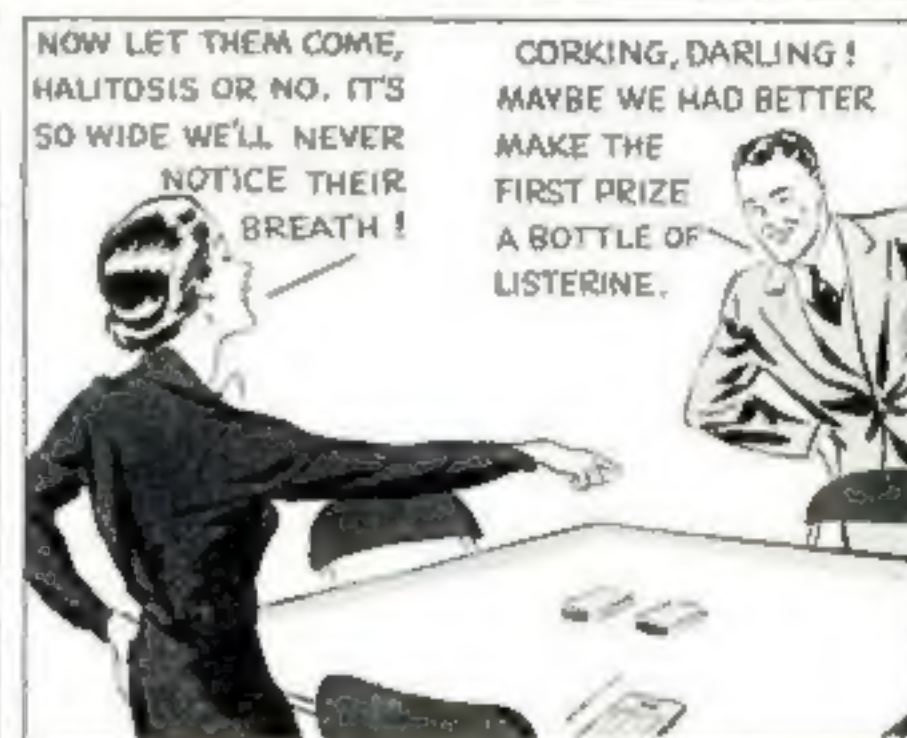
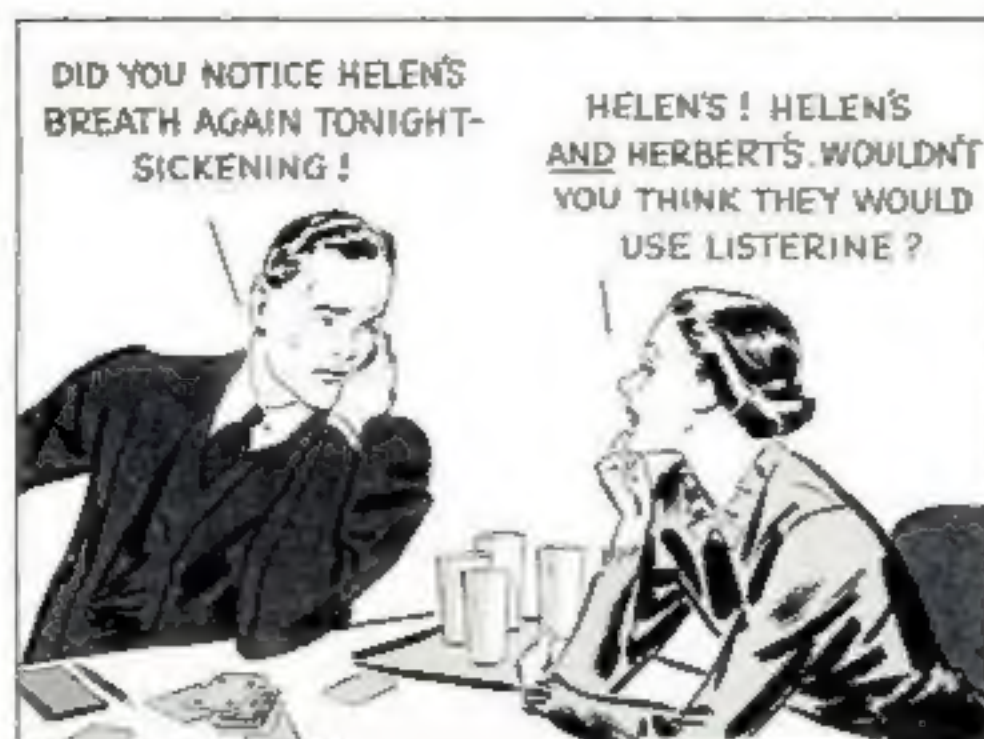
FREE! 6-POINT
BATTERY SERVICE

Regardless of the make of battery in your car, your Goodrich Tire and Battery Dealer or Goodrich Silvertown Store will gladly give you this free 6-Point Money-Saving Battery Service.

LICK OLD MAN WINTER
THE GOODRICH WAY

Goodrich
KATHANODE
Electro-Pak BATTERY

A BREATHLESS EVENING

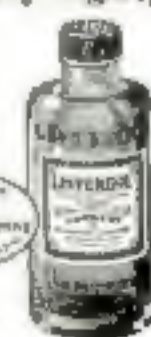


WHY OFFEND NEEDLESSLY? Modern habits explain why so many people have halitosis—(bad breath). The sad part of it is that you never know when you offend, but others do, and hence avoid you.

If you want to make sure that your breath is beyond reproach get in the habit of using Listerine Antiseptic every morning and every night, and between times for social or business engagements.

Listerine Antiseptic halts fermentation in the mouth, the major cause of odors, and overcomes the odors themselves. Your mouth feels wonderfully fresh and clean and your breath is sweeter, wholesome and more agreeable. Lambert Pharmacal Co.

For Halitosis (BAD BREATH) use LISTERINE



**"WITH THIS SCANDINAVIAN
STYLE BREAD**

REDUCING IS EASY"

says lovely Marion Talley



Today Miss Talley
tips the scale at
107 pounds

A few years ago Marion
Talley looked like this

Lose pounds this easy Ry-Krisp way

"If you want to banish unflattering bulges—if you want to take ten years off your age and feel like a million—do as I did," says this famous radio star. "Follow the Hollywood Habit—eat sensibly, exercise moderately, eat Ry-Krisp (Scandinavian style bread) at every meal." Ry-Krisp is whole rye baked into crisp thin wafers—each wafer containing only 20 calories. For years Ry-Krisp has been the favorite bread of many families. Its enticing flavor and crunchy goodness ap-

peal alike to youngsters and grown-ups. Served with soups, salads, full course dinners, Ry-Krisp always makes a hit. "And besides tasting delicious," says Marion Talley, "Ry-Krisp is a great help in reducing."



Hear
MARION TALLEY
Sing

Sunday afternoon, 5:00 o'clock
EST, NBC Red Network and
other stations

LETTERS TO THE EDITORS

(continued)

Maiden Voyagers

Sirs:

Referring to page 24, issue of Oct. 11, my wife and I are seated toward the rear of the *Vaterland's* Salon. Mrs. Harding's jacket has vertical black and white stripes, a black collar. Foreground, right table, three men of whom one is drinking from a raised cup—the gentleman at the left of the group of three is "mustachioed" but no German, being the former Headmaster of the Haverford School near Philadelphia, Prof. Chas. S. Crossman. Many a day I had spent under "Chick," as we pupils affectionately called him.

We had boarded the *Vaterland* at Southampton on May 15, 1914, on her maiden voyage to America. The Germans were so proud of her, and rightly, for the vessel was a magnificent product of those times.

FREDERIC L. HARDING
Wynnewood, Pa.

Atatürk Comeback

Sirs:

We have come across on page 93 of the Sept. 13 issue of your magazine two pictures of President Atatürk (Mustafa Kamal) and Prime Minister General İnönü during the recent maneuvers held in our country. We have seen there that while describing our President you have not been able to rid yourself of the error into which most foreigners fall.

You speak of Atatürk as "dictator." Will you kindly permit me to cite an incident which we hope will help to alter this notion?

Atatürk, while on one of his regular tours among the people, has been asked the following question by an inquisitive young student:

"Foreigners call you a 'dictator.' What have you to say for that?"

"Had I been a dictator," replied Atatürk, "you would not have dared ask me that question."

I believe that this answer will satisfy you as it did the people who heard him there. We would like you to know that Atatürk, even during the most critical moments of the National War, did not fail to work with a parliament.

Together with this letter we are sending you an album of the new Turkey. We will appreciate to hear of its safe arrival.

With my deep respects, sirs, I remain,

VEDAD TÖR

Director-General of the Press
Ministry of the Interior
Ankara, Republic of Turkey

Album received. Applicability of term "dictator" will be determined when LIFE next presents important Turkish news.—ED.

Autobiography

Sirs:

Why should Mr. Garrett's autobiography from "Who's Who" make interesting picture reading? Why should Mr. Garrett think it would? Why, I don't think that even mine would do so! It's what doesn't show in mine that would make good picture reading. It would make a corking good movie! But it won't for two reasons—no

(continued on p. 13)

ARIZONA BILTMORE HOTEL
NEAR PHOENIX



WEBSTER

HELPS TO EMPHASIZE ITS
STORY-BOOK CHARM

Unusual, fascinating are the Arizona Biltmore's setting and individuality. But familiar to all who travel is at least one cigar you'll find at its cigar counter—Webster. It is natural for Webster to be found at the better hotels and clubs—for it is distinctly a better cigar (at a modest price).

Look for Webster also at Seattle's Olympic, Boston's Copley Plaza, Chicago's Drake, New York's Commodore and hundreds of other places of high standing from Coast to Coast. Fancy Tales (13c), the slim Golden Wedding (10c), and other popular shapes.

WEBSTER CIGAR COMPANY
187 Madison Ave., New York



WEBSTER

We all agree...

THERE IS NO OTHER TOMATO JUICE LIKE

Stokely's



...because it's

- ✓ The pure juice of America's prize tomatoes
- ✓ Made by an exclusive patented super-flavor process
- ✓ Sealed in special flavor retainer cans

Why be satisfied with ordinary tomato juice when you can enjoy Stokely's at no extra cost?

Midnight or mid-day any time you want a delicious health drink that picks you up—try a chilled glass of Stokely's... that new kind of tomato juice.

Richer, fresher tasting, more inviting... Stokely's really is different. No other tomato juice tastes like it because no other juice is made like it.

First, Stokely's is the pure rich juice of America's prize tomatoes... the pick of the crop from the nation's finest tomato growing states.

Second, the juice of these prize tomatoes is carefully extracted by a patented *super-flavor* process. This insures full body, uniform

consistency and the finer Stokely flavor which never varies.

Third, this delicious juice is quickly sealed in spotless *flavor retainer* cans which preserve the flavor indefinitely. You can actually smell the garden freshness in the empty Stokely can.

Try Stokely's. Everybody agrees there's no other tomato juice like it. If your grocer doesn't have it he can get it for you.

FREE Vegetable Doll and Paint Book. A new way to get children to eat more vegetables. Give them this new picture book. Contains vegetable and fruit recipes. Postpaid. Mailed FREE to Stokely's. Address: Stokely Brothers & Company, Inc., 200 So. East St., Indianapolis, Indiana.



STOKELY'S TOMATO JUICE

A product of Stokely Brothers & Company, Inc.

Growers and canners of Vegetables • Fruits • Baby Foods • Catsup • Chili Sauce • Grapefruit Juice

Step into the new 1938 PACKARD SIX



The Touring Sedan, one of five beautiful Packard Six models for 1938

— You'll think you stepped

WE —Want a pleasant surprise? Go to your Packard showroom . . . step into a new 1938 Packard Six or Packard Eight . . . and you'll think you're in the wrong Packard.

YOU—What do you mean, "wrong" Packard?

WE —You'll think you're in one of the senior Packards, the most expensive Packards.

YOU—Why so?

WE —Because both of these surprising new 1938 Packards are *seven full inches longer* in wheel-base. And so roomy that *six* people can sit inside and be most comfortable.

YOU—Say, if the cars are so much bigger *inside*, is there any room left for luggage?

WE —Is there! The trunks are so enlarged this year you can literally carry baggage enough to take your family on a trip from coast to coast.

YOU—With all that extra size, these Packards ought to ride better!

WE —And *how* they do! But not alone from the larger size. You see, Packard *engineers*—as well as Packard *stylists*—have worked out some rather wonderful improvements. They've developed a new rear suspension . . . with the world's first *opposed* shocked absorbers . . . and a new transverse stabilizer.

YOU—Sounds like Greek to me. What do these improvements *do*?

WE —They give you the *gentlest* ride ever built into a motor car; the effect of independent wheel suspension all round. They're the greatest contribution to comfort since the introduction of balloon tires.

YOU—That's remarkable. How about *safety*—I'm a bug on that.

WE —Packard has always been one of the safest cars made—and we've gone ourselves one better. These new engineering developments give road adhesion that enables the new Packards to hug the road like a train on a track. Sideway has been reduced; that means easier handling and greater security. And then there are the all-steel bodies with all-steel tops.

Step into the new 1938 PACKARD EIGHT



The Touring Sedan, one of nine beautiful Packard Eight models for 1938

into the wrong Packard !

YOU—Yes, I know those all-steel bodies—noisy, aren't they?

WE—Not these. It took us three years of hard work, but we've developed a *really quiet all-steel body!*

YOU—How about upkeep?

WE—Packard challenges any car made on economy of upkeep. They're inexpensive to run. And easy to *keep* in perfect running condition.

YOU—For instance.

WE—For instance—lubrication. In normal usage *chassis parts need lubrication only twice a year—* and then at only 16 points.

YOU—Mmmmm—mighty strong claims, mighty strong claims.

WE—Granted. That's why we say—**SEE YOUR PACKARD DEALER.** Take a ride, and discover to your astonishment that if anything, we've *understated* the amazing things these new Packards will do!

YOU—Can I really afford a Packard?

WE—We were just coming to that. Your old car will probably cover the down payment on a new Packard Six or Eight. The monthly payments can be worked out conveniently. And we can assure you, these new 1938 Packards are the greatest dollar value in Packard history.

YOU HAVE A DATE TUESDAY EVENINGS



Each Tuesday evening, at 9:30 Eastern Standard Time over the N. B. C. Red Network, Packard bring you one of the most entertaining full-hour shows on the air! Lanny Ross, Charles Butterworth, and Raymond Paige head a brilliant cast that entertains each week one of the topmost stars of radio, stage or screen!



**JIM 'PHONED AT 5 O'CLOCK—
"I'M BRINGING THE BOSS TO DINNER"**

My new Gas Range cooked it in 30 minutes!

My Dinner
TOMATO JUICE COCKTAIL
STEAK
MUSHROOMS CAULIFLOWER
POTATOES
GREEN SALAD
BISCUIT
STRAWBERRY SHORTCAKE
COFFEE



● **UNEXPECTED COMPANY** holds no terrors for me since I've got a modern gas range. My new speed broiler grills mushrooms in 10 minutes—a 1½ inch steak takes only 20 minutes. That's just half the time it took in my old range. And there's no smoke to make me feel "kitcheny." Oven walls are insulated so I work comfortably in a cool kitchen.

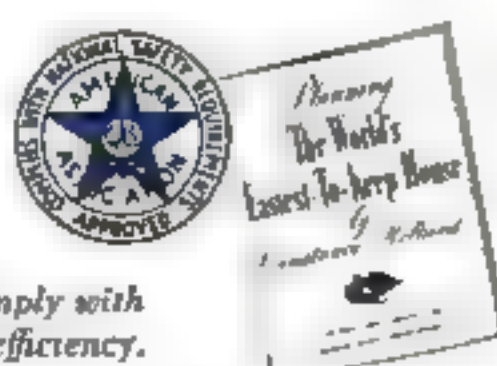


● **ALL VEGETABLES COOK FASTER**—not only because I get instant intense heat the moment I turn on the automatic burners, but because with the new simmer burner I can do "waterless" cooking. This method also preserves vitamins and saves gas. And the clean blue gas flame doesn't discolor my pots.



● **HEAT CONTROL** gives me correct oven temperature, and I never open the door to peek at my biscuits until they're done. The oven preheats in *half* the time my old one did. Even cleaning up afterward is quicker with my new gas range. Its all-over porcelain enamel finish can be wiped clean as easily as a dish.

See the beautiful new gas ranges at the showroom of your Gas Company or appliance dealer. You'll find them surprisingly low in cost and operation. Look for this Seal of Approval of the Testing Laboratories of the American Gas Association when you buy gas equipment. Appliances bearing this seal comply with national requirements for safety, durability and efficiency.



FREE! Send for booklet, "Planning the World's Easiest-to-Keep House," by CONSTANCE HOLLAND; a valuable guide for saving time, money and effort in your own home. Mail this coupon to American Gas Association, 420 Lexington Ave., New York.

Name _____
Street _____
City and State _____

GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT

**TWO'S A COUPLE
...THREE'S NOT A
CROWD!**



when the third is a Triple-Duty

ARVIN

CAR HEATING SYSTEM
with Cyclonic-Power Defroster

DEFROSTS THE WINDSHIELD



Cyclonic-Power Defroster System spreads a blast of warm air over windshield to keep it free of ice, snow, steam.

CIRCULATES MORE HEAT



New high-heat-wave radiator and powerful motor fan unit circulates over 50% more heat throughout the car.

WARMS THE FEET



Foot-warmer outlets drive a portion of heat downward in opposite directions for extra comfort.

The new Triple-Duty Arvin does more than merely keep you warm. It is a 3-way heat distributing system for defrosting, foot-warming and circulating more heat in your car. Winter comfort plus protection. Special Duo-Flow model for Ford V-8, Tailor-Fit models for General Motors and Chrysler-built cars. Model shown, \$15.95, with two defroster and two foot-warmer outlets. Defroster fittings slightly extra. Genuine Arvin Heaters for all cars as low as



\$9.95

Dale Thermostats Assure Maximum Heater Efficiency

MOBILTY-SPARKS INDUSTRIES, Inc., Columbus, Ind.
Makers of Arvin Phantom Filter Radiator for Car and Home

LETTERS TO THE EDITORS

(continued)

one wants it, and they couldn't have it if they did. I prefer privacy.

If ancestry would make an autobiography interesting picture reading, how about my wife, who is an eighth direct descendant from John Alden and Priscilla. She has a China teapot that belonged to Priscilla. The late Dr. Gunsaulus tried to get it for his museum. In her ancestry are Lord Baltimore and two Presidents of the U. S. But she doesn't think all that would make her of interest to the public. Nor several ancestral Army and Navy war heroes. Nor her own record of knitting and bandage-making as war service. Nor the prominent organizations to which she is eligible but does not care to join. Nor her writings. We both prefer privacy.

GOLDWIN GOLDSMITH
Austin, Texas

P. S. Mrs. Goldsmith is a Charter subscriber to LIFE. No demand has developed for Mr. Garrett's autobiography in pictures.—ED.

X-rays

Sir:

In reading LIFE I have noted with special interest the efforts made by this magazine to portray scientific facts. . . . That this is a difficult and treacherous field is shown by a study of two pages of the October 11 number.

The colored illustration on page 42 is supposed to portray the discovery of antitoxin. The fact that the material taken from the mouth of the mad dog is called "venom" is bad enough, but much worse is the statement that this virus will cause a healthy dog to develop immunity whereas it will, in reality, cause him to die of the disease. Worme still is the statement that this picture represents "The Discovery of Antitoxin." Actually Pasteur never had anything to do with the discovery of antitoxin, nor has there ever been an antitoxic serum developed for rabies by anyone. The fact is that antitoxin was first used by Von Behring and Kitasato some five years after the scene of this picture, which is the artist's conception of Pasteur's discovery of rabies vaccine, a very different contribution to medicine. Bacteriologists and others working in the field of medicine make very determined efforts with their classes and in public lectures to bring out the distinction between a vaccine and an antitoxic serum, but the public press, in its ignorance, constantly confuses the two, and apparently LIFE is also contributing to this error.

D. B. SWINGLE, Dean
Montana State College
Bozeman, Mont.

To LIFE's Art Editor, a first-offense rebuke for writing captions for the History of Medicine paintings without checking with LIFE's Science Editor. Points made by Dean Swingle are all technically correct. Pasteur did, of course, lay the foundation for the later development of the use of antitoxin.—ED.

Life Begins At 40



**His "Retirement Age"
Came at 65. He Starts
a Second Career**

Alexander S. Kalischer
Left Federal Reserve Bank—
Starts in Printing Business

IN THE PAST 44 YEARS Mr. Kalischer has probably handled more coins than any other man in the United States.

What a wealth of experience he has built up! And Alexander Kalischer is not sitting back as many men would. He is starting in on a new career in the printing business—and to it he will bring an expertness in judgment, accuracy in detail, and proof against being fooled—such as no younger man could possibly have.

Countless men of 40 and up have these same qualities in varying degrees. They are priceless

qualities in business. If employers do not seem to value them enough, it may be because men often reach their fullest mental powers—just when many of them are beginning to slip physically.

If you do not intend to be forced into a back seat, take stock of your health. Some adjustment in diet, a little more sleep or exercise may be all you need, to start you on a new career—towards a new "top."

They are Winning New Success—YOU Can, Too



Mrs. George H. Graham, Jr.

HELPS SCOUTS

Dear Life Begins:
When I was about 40 or so, my health seemed to fail and I thought the dreaded fortieth birthday was an end to youth.

My digestion was the first thing that began to bother me. Then I had had headaches. Finally the headaches became so severe that when someone suggested eating Fleischmann's Yeast I decided to try it.

Headaches and indigestion disappeared. I have energy to burn. Recently we moved to a three-story house. Running up and down stairs is no trouble with my new feeling of health.

Best of all, I am closer than ever to my children. All four of them are ardent Scouts. Working for their cause has made me one of them, and very young.

FLORENCE GRAHAM

BACK IN REAL ESTATE AT 51



Mr. Ben Small

Dear Life Begins:

I am a real-estate man—live and breathe it. Some ten years ago, when the bottom fell out of Florida real estate, I lost everything, including my business. It was too much for me. I had a physical collapse—my hair turned pure white.

The first job I could find was in the hotel business. I struggled along, but I had no interest in it and made no attempt to get back on my feet financially.

Then a friend advised me to eat Fleischmann's Yeast, instead of just going along sapping the little vitality I had left. I tried it, and in a short time not only my health but my morale was completely restored. My confidence returned full force.

Now I'm back in my own line—real estate—in New York, and have made a definite success of it.

BEN SMALL

When Digestion Slows Down You Feel Your Age

At 40, or soon after, the action of the gastric juices begins to be less efficient. Not only do they lose their full strength—they even flow less freely.

What your system needs at this time is a little help.

Fleischmann's fresh Yeast gives this help. It stimulates and tones up digestion by inducing a fuller and

more potent flow of the gastric juices.

Also, Fleischmann's Yeast is rich in 4 important vitamins, which give an added tonic action.

Start eating 3 cakes of Fleischmann's Yeast every day—one cake ½ hour before each meal—plain or dissolved in a little water, as you prefer. See how much better you feel!

\$25 WILL BE PAID FOR LETTERS of success after 40—so helpful to others we wish to print them. If you can truly credit to Fleischmann's Yeast some part of the health that made your success possible—write us—enclosing your picture. (Letters and pictures cannot be returned.) Life Begins, 420 Lexington Ave., New York.

Copyright, 1937, Standard Brands Incorporated



**"SONATAS OR SIMPLE LULLABIES
... ALL THE MUSIC I PLAY IS
RICHER, MORE COLORFUL!"**

Percy E. Barbour, 176 Adams St., Quincy, Mass., had never played an organ before last September, when he acquired his Hammond. But he says, "My joy in music has been increased manifold by the lively, ever-varied voices of this new instrument."



*You can have this Concert Organ
in your living room*

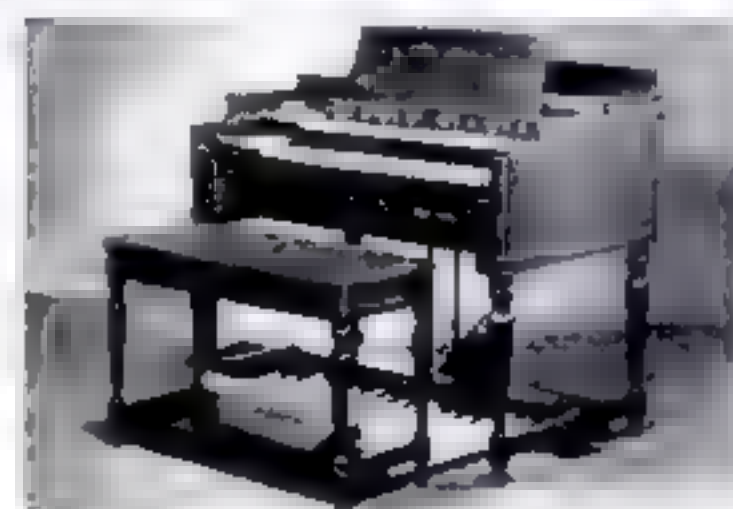
"I have always loved the piano," writes Mr. Barbour, "but, probably because I lacked sufficient skill, I never could play music on it that truly satisfied my desire for self-expression."

"But the Hammond Organ, with its incredible range of gorgeous tone colors, has brought me an inspiring musical experience. Sonatas or simple lullabies . . . all the music I play is far richer and more colorful."

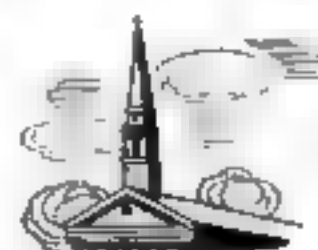
Already nearly a thousand music-loving families have discovered the deeper joys of music for the first time, in the exquisite voices of the Hammond Organ.

The Hammond is a true concert organ in every sense—so superb an instrument that noted musicians and composers have given it unstinted praise. Yet, owing to its wholly new principle of construction, the Hammond is miraculously small, easy to move and install, and low in price.

To see how practical the Hammond would be for your own home—to hear it played and to experiment with its lovely tones—go to your local Hammond dealer, the leading musical merchant in your city. Or write to The Hammond Organ, 2961 N. Western Ave., Chicago. In Canada, Northern Electric Co., Ltd., Montreal.



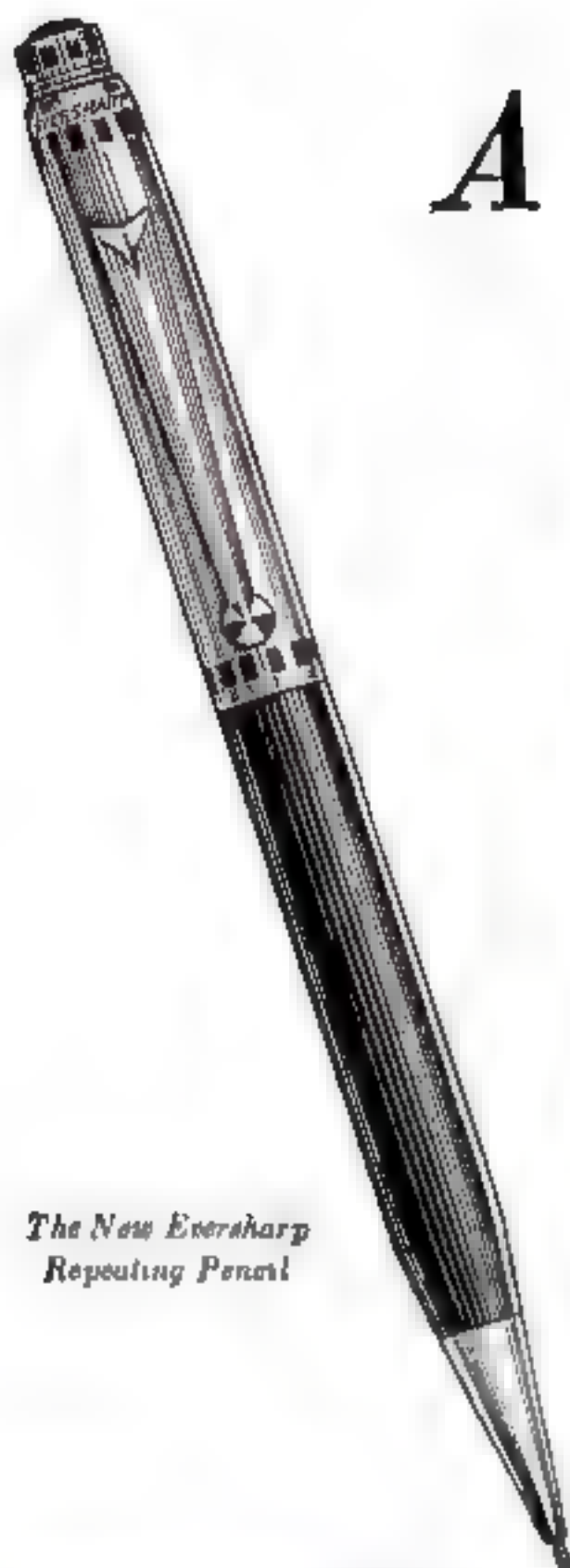
**COSTS NO MORE THAN A FINE PIANO
— FITS IN A FOUR-FOOT SQUARE** The Hammond Organ has no pipes nor reeds. Instead, it creates the voices of wood winds, strings, diapasons and countless others by electrical impulses. It requires no more space in your living room than a writing desk and chair. It is easily moved by two men, and is ready to play when connected to an ordinary electric outlet. Unique among organs, the Hammond cannot get out of tune.



Over 1000 churches
use the Hammond Organ . . . it is an
appropriate donation for your church

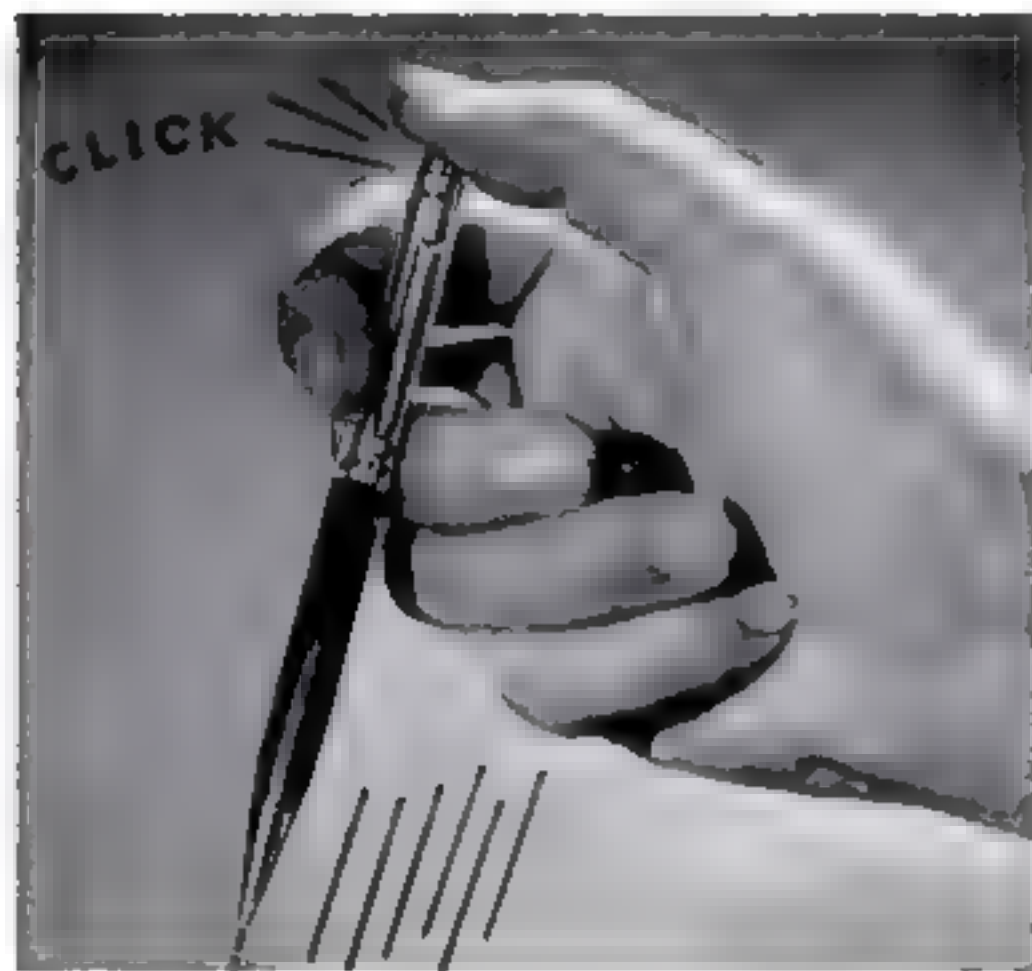
THE HAMMOND ORGAN **\$1250** and up f. o. b.
Chicago—slightly
higher for large installations

THE HAMMOND IS THE LARGEST SELLING ORGAN IN THE WORLD



The New Eversharp Repeating Pencil

A NEW POINT... A NEW LEAD... as fast as you can press the top!



1 Press the top for a new point!—Sharpen this new Eversharp Repeating Pencil with one press of your thumb! Press the top—and a new point appears. Here is the world's handiest pencil!



2 Feeds leads like a machine gun!—When one lead is used, you don't need to rehil this new Eversharp Repeating Pencil—just press the top, and a new lead goes into place.



3 Lead follows lead, continuously!—Like sheep, point follows point, lead follows lead in this new Eversharp Repeating Pencil. All at the press of your thumb! To put the point back, press the top, push in the lead.



4 A filling lasts six months!—This new Eversharp Repeating Pencil holds enough lead for six months' writing! Lift off the cap in July—drop in Eversharp Square Leads—and you can write till snow flies in January!



6 Six beautiful models!—See the new Eversharp Repeating Pencil at your dealer's. Six models to choose from: Black pyralin and rhodium, \$2. (black with green pearl, \$2.50); black or



5 And here's the lead that fits it!—Eversharp Square Lead fits this new Eversharp Repeating Pencil like a glove fits a hand! It's the lead that fits any mechanical pencil better, fits tighter (can't slip or twist)—and holds a keener point! Ask for the "Red Top" package.

dubonnet pyralin and gold-filled, \$3.50; full length gold-filled with black or dubonnet pyralin trim, \$5. (Slightly higher in Canada.) Made only by The Wahl Company, Chicago, U. S. A.



THE NEW EVERSHARP Repeating PENCIL

MADE BY THE MAKERS OF THE FAMOUS EVERSHARP PEN—
THE ONLY PEN WITH THE SAFETY INK SHUT-OFF

HELP!

WE'RE STUCK!



THE annoyance of being stuck is so easy to avoid. Take the time *now* to drain out the quickly-stiffened Summer oil and greases. Put Quaker State Winter Oil in the crankcase and Quaker State Superfine Winter Greases in all other places where lubrication is needed. Then, with battery and radiator in proper condition, you will start instantly in the coldest weather.

Quaker State has played a major part in making Winter driving practicable. Through its great skill and long experience in refining

100% Pure Pennsylvania Grade Crude Oil, Quaker State years ago was able to produce a Winter Oil of the three essential characteristics: (1) to *flow* instantly (2) to *lubricate* at all driving speeds (3) to *stand up*.

The Quaker State Winter Oil and Superfine Winter Greases you buy today are as *modern* as the newest automobile . . . insuring perfect protection for *any* car on the road. Made in two grades to meet all Winter weather. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

Retail price, 35¢ per quart



BETTER CHANGE TO QUAKER STATE WINTER OIL

AND SUPERFINE WINTER GREASES



These sharp-edged blocks and deep grooves hold the road like teeth in a gear — to give you protection against skids and slides — plus positive traction and safe braking.

GEARED TO THE ROAD

MEANS MORE *Safety*

WHEREVER YOU DRIVE

Driving hazards are greater in fall and winter when roads are wet, or slippery from rain, slush or snow.

You'll drive with a greater feeling of security if you change now to Miller Deluxe Geared-to-the-Road Tires.

You can see at a glance how this tread's sharp-edged blocks of tough, long-lived rubber grip the road in any weather. Deep cross grooves give you positive traction and quicker stopping and you are well protected against slipping and skidding in all directions.

For added safety the body of the

tire has extra strength at every vital point. Its extra strong cords are completely insulated in live rubber, to guard against friction, and protect you against road shocks and dangerous blowouts.

And as you'd naturally expect, the tire that gives you so much extra safety also gives you the extra mileage that saves you many dollars every season.

See your Miller dealer now, before bad weather begins. You'll find a set of these fine tires a dividend paying investment in safety and satisfaction.

In addition to tires for your car there are Miller Geared-to-the-Road Tires of Miller quality and safety, for trucks, buses and all commercial cars.

GEARED TO THE ROAD

MILLER TIRES

"1937 is Miller's 45th year in Rubber"

Akron, Ohio and Los Angeles, California.

SPEAKING OF PICTURES...



GRACE ENGELHART AND CHARLOTTE ANN CHAFFEE, IOWA STATE CO-EDS, REJOICE AS THEIR FOOTBALL TEAM MAKES A 25-YARD GAIN AGAINST NEBRASKA



TWO FORWARD PASSES HAVE NETTED 20 YARDS FOR IOWA STATE WHICH NOW HAS THE BALL ON NEBRASKA'S ONE-YARD LINE



AS CO-EDS ENGELHART AND CHAFFEE RISE TENSELY FOR THE PLAY, IOWA STATE PUTS THE BALL OVER FOR A TOUCHDOWN

. . . THESE ARE CO-EDS AT A FOOTBALL GAME

To photograph the Nebraska football team (see pages 72-73), Alfred Eisenstaedt of LIFE went to Ames, Iowa, on Oct. 9 for the Iowa State game. During the first quarter, he turned his camera on three Iowa State co-eds in the stands. Grace Engelhart, Charlotte Ann Chaffee and Mary Morrow. From his camera

came the story here depicted. Mirrored in the joyful faces of Co-eds Engelhart and Chaffee (opposite page) is the scoring of Iowa State's touchdown. Below, is the horror that struck Charlotte Chaffee and Mary Morrow when, after the touchdown, Everett Kischer, Iowa State's star back was hurt. To continue story, turn page.



SOMETHING NEW
COMES TO
RADIO

WM.
POWELL
MYRNA
LOY
IN
DOUBLE
WEDDING

ROBERT MONTGOMERY
ROSALIND RUSSELL
IN
LIVE, LOVE AND LEAD

MAXWELL HOUSE COFFEE
PRESENTS

A NEW AND BRILLIANT RADIO SHOW

PRODUCED BY
METRO-GOLDWYN-MAYER

**MAXWELL HOUSE
AND M-G-M JOIN**
In Presenting This Great
New Radio Show Every
Thursday Night

The glamour and glory of Hollywood . . . the
magic and miracles of movieland . . . packed in one
full hour of brilliant and different entertainment!
That is the new Maxwell House-M-G-M radio show.
Think of a radio show featuring the great
galaxy of M-G-M stars produced by all the skill
at the command of Hollywood's most skillful
producer . . . Metro-Goldwyn-Mayer.

You'll be taken into the lot . . . onto the set.
You'll hear glorious singers, sparkling music,
of screenland, from humble scene-shifters to scin-
tillating stars . . . writers, musicians, make-up men,
actors, script girls, producers.

These brilliant shows are brought to you by
Maxwell House Coffee—the rich, full-flavored
coffee that buoys you up and never lets you down!
A product of General Foods.

Tune in next Thursday and every Thursday, NBC
Coast-to-Coast Red Network. Copyright General Foods Corp. 1937

M-G-M
NOW TOPS
IN
RADIO

ELEANOR
POWELL
IN
ROSALIE

CLARK GABLE
IN
IDIOT'S DELIGHT

SPENCER TRACY
LUISE RAINER
IN
BIG CITY

PREMIER BROADCAST
NEXT THURSDAY, NOV. 4TH
COAST-TO-COAST RED NETWORK

ROBERT TAYLOR
WALLACE BEERY
IN
SPRING TIDE

JOAN
BAWFO
IN
FORE R

SPEAKING OF PICTURES

(continued)

The rejoicing of Grace Engelhart, Charlotte Ann Chaffee and Mary Morrow turned suddenly to grief when they realized that it was their team's Quarterback Kischer who was injured. This little tragedy ends (below) with Grace seeking to comfort Charlotte Ann. Nebraska won the game, 20-7.



ANXIOUSLY THE GIRLS WATCH KISCHER CARRIED OFF THE FIELD



OVERCOME WITH DESPAIR, CO-ED CHAFFEE SINKS INTO HER SEAT

P. S. Print my letter if you like,
but don't print my name.



My daughter, Joan, loves parties. She has plenty of friends too. But she never used to invite them into her home. One day I asked her if she was ashamed of it.



After I coaxed her, she broke down and told me that the girls at school joked a lot about "tattle-tale gray." And Joan was afraid her friends would notice that my linens and things had it bad.



I was plenty mad because I work hard. But Joan showed me one of your ads about how the wrong kind of soap gives clothes "tattle-tale gray" by leaving dirt stuck in the clothes.



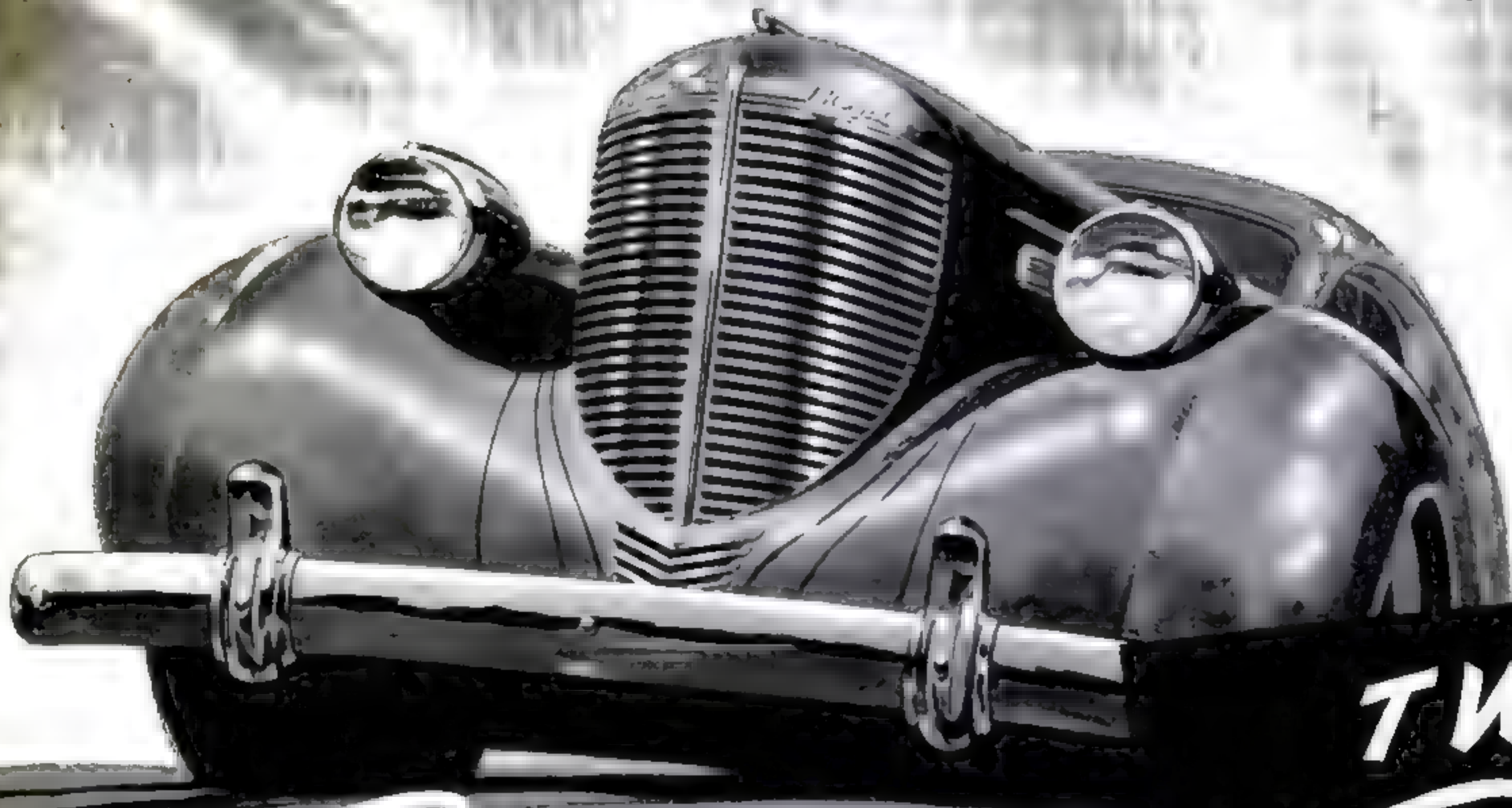
So just to please her I changed and tried Fels-Naptha Soap. And my, the difference it's made! All that gentle naptha along with that wonderful golden soap wash so clean. I've never had my things look so white!

© 1934, FELS & CO.

Banish "Tattle-Tale Gray"
with FELS-NAPTHA SOAP!

Chrysler

IN THE LOW —



**CHRYSLER Royal — MORE FOR THE MONEY
IN THE LOW-PRICED FIELD!**

**TWO
Bea**

BIGGER . . . and a beauty! That's the new Chrysler Royal for 1938. It has three inches more wheelbase than the 1937 Royal which invaded the low-priced field with such spectacular success last year.

Look at that proud, commanding radiator in the picture above! Note the jewel-like modeling of the radiator grille . . . the graceful union of hood and fenders . . . the smart new position of the streamlined head-lamps!

When you look inside, beauty greets you again! The instrument panel sets the keynote . . . rich, smart, luxurious . . . blending in color harmony with the striking new steering wheel and its ring-type horn control . . . complement-

ing the superb upholstery in new short-nap mohair or broadcloth.

More power! A new Gold Seal engine, with that same thriftiness that so delighted owners last year. And this new wonder of Chrysler engineering delivers 95 horsepower . . . silky smooth with Floating Power!

Glorious roominess! 119 inches of wheelbase. 96¾ inches from windshield to rear window! A 49 inch rear seat! The most spacious luggage capacity you ever saw!

High-priced riding comfort . . . Chrysler's matchless combination of long wheelbase . . . scientific weight distribution . . . slow-recoil Amola Steel springs . . . Aero Hydraulic

Shock Absorbers . . . independently sprung front wheels . . . and side-sway eliminator.

Safety leadership with Safety All-Steel Bodies . . . Chrysler hydraulic brakes . . . 14 years time tested! Such fine-car engineering features as valve seat inserts . . . finger-touch steering . . . silent-synchronized gear-shifting . . . with Automatic Overdrive as optional equipment.

Craftsmanship such as only Chrysler provides. Chrysler's top-ranking standards . . . dozens of extra precision operations to assure reliability and long life.

Truly, for 1938, Chrysler again tops 'em all in the low-priced field!

SMART NEW BEAUTY!

Dynamic new front end design . . . vertical radiator profile . . . graceful, sweeping fenders.

LONGER WHEELBASES!

Royal . . . 3 inches longer—now 119 inches. Imperial . . . 4 inches longer—now 125 inches.

NEW LARGER ENGINES!

Chrysler Royal increased to 95 horsepower, Chrysler Imperial now has 110 horsepower.

Better ENGINEERED!

Sweeps In PRICED FIELD!



**NEW
Autos
FOR 1938**

**CHRYSLER Imperial PHENOMENAL
PERFORMANCE AT A REMARKABLE PRICE!**

RICH NEW INTERIORS!

Beautiful new instrument panels... new steering wheel... mohair or broadcloth upholstery.

OUTSTANDING ECONOMY!

New larger, high efficiency Gold Seal engines... new masterpieces of Chrysler engineering.

NEW BALANCED RIDE!

Independently sprung front wheels... Aero Hydraulic Shock Absorbers... balanced weight.

... Better MADE!

THE BEAUTIFUL, high-powered Imperial for 1938! More fine car for the money than America has ever seen!

Long famous as Chrysler's top-ranking car, the magnificent Imperial is now in the medium-priced field!

Under that long, impressive hood, a new, bigger engine... the most thrilling in Chrysler history! The electrifying response of 110 horsepower... cradled by Floating Power... made trigger-quick by advanced dual carburetion.

The proud, commanding beauty that comes from added length and size! Wheelbase increased to 125 inches... for low-swung smartness and grace... for the roomi-

ness of true fine-car riding luxury!

Deep, wide, chair-high seats! Beautiful appointments! Matchless riding ease... the buoyant, gliding smoothness of longer wheelbase... balanced weight distribution... independently sprung front wheels... and Aero Hydraulic Shock Absorbers!

The safety and reliability of Chrysler's great engineering features... all at their finest expression. Safety *All-Steel Bodies*... hydraulic brakes... steering and gear-shifting perfection that makes this big, powerful car as effortless as the breeze. Automatic Overdrive is optional equipment.

You'll want to drive this split-second performer... you'll thrill

to its ability, marvel at its price!

See Chrysler's two great new beauties at the automobile shows. Prove to yourself that again in 1938 Chrysler sweeps on to new leadership in beauty, performance, comfort and value!

★ ★ ★

Easy to buy on convenient terms with the official Commercial Credit Company plan.

☆ NEW 1938 ROYAL... 95 horsepower, 119-inch wheelbase. Ten body types.

☆ NEW 1938 IMPERIAL... 110 horsepower, 125-inch wheelbase. Six body types.

☆ NEW 1938 CUSTOM IMPERIAL... 130 horsepower, 144-inch wheelbase. Three body types.

Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10:00 P. M., E. S. T.

*American for Flavor
Irish for Bouquet*

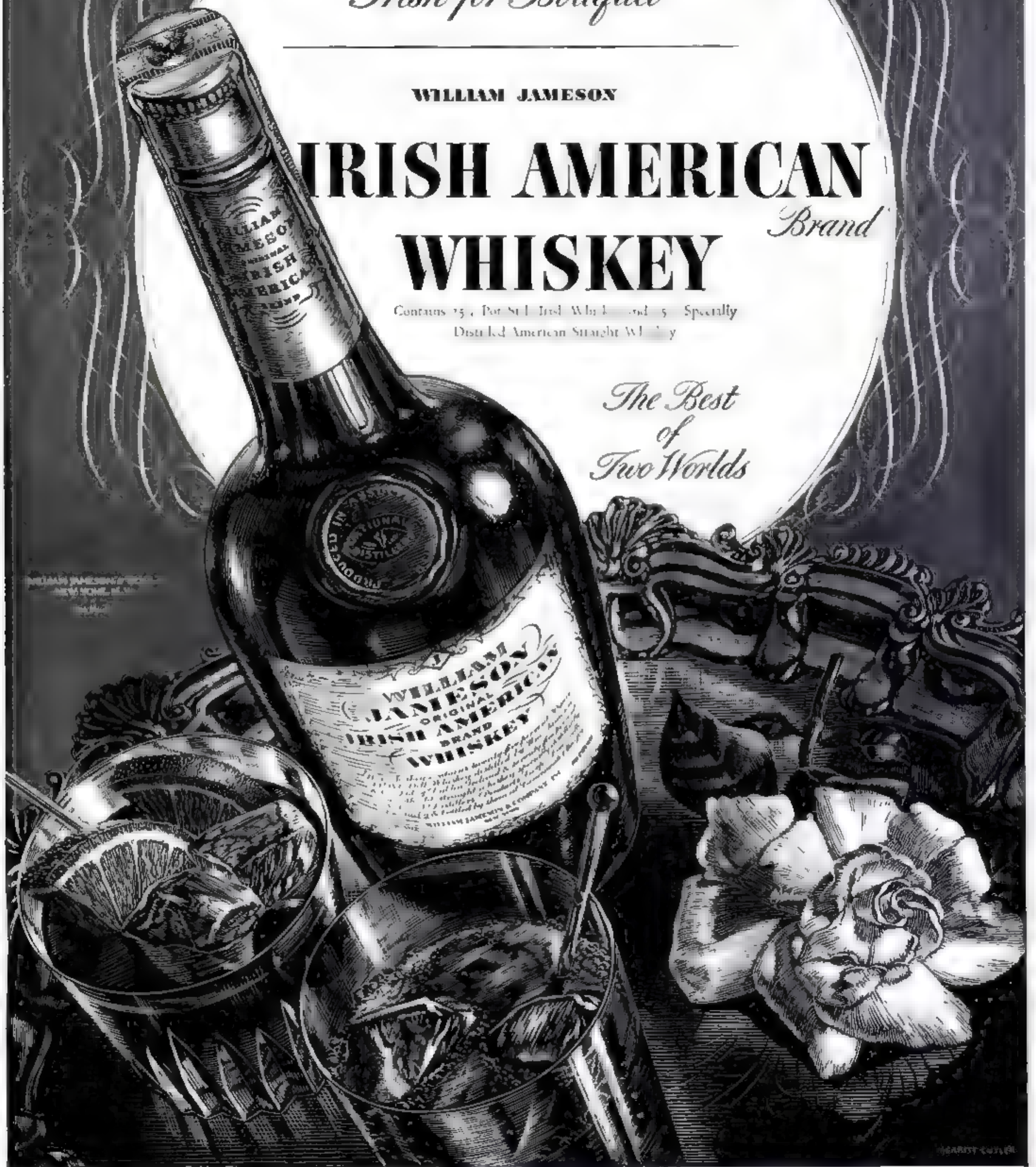
WILLIAM JAMESON

IRISH AMERICAN WHISKEY

Brand

Contains 75% Pot Still Irish Whisky and 25% Specially
Distilled American Straight Whisky

*The Best
of
Two Worlds*



HEARST CUTLER

Two Champions O.K. the New UNDERWOOD Typemaster Portables!

Typing champions agree new Underwood Typemasters are supreme in speed, ease of operation, writing qualities and beauty! Read what they say about Typemaster performance.



Champion congratulates champion!—George Hossfield, World's Typewriting Champion (Professional), greets Grace Phelan, World's Amateur Champion, at conclusion of International Typewriting Contest at Canadian National Exhibition, Toronto, Canada. Both champions used Underwoods to establish new world's records under official International Contest Rules.



The Underwood Typemaster Universal model, equipped with Champion Keyboard and two distinct Touch Adjustment features. The most beautiful of portables from every angle. It is the only Portable in the world with the completely sealed back providing maximum protection against dust and injury. Quieter operation is an outstanding feature. Price, including carrying case, \$34.50. Underwood Typemaster Champion Model, \$64.50. Easy terms if you wish.



GEORGE HOSSFELD
World's Typewriting Champion
(Professional)

"The Underwood Typemasters have established new standards of portable performance. They are fast, accurate, durable and they turn out a typing job that compares favorably with that of the big Underwoods of business. The typewriters are the fastest writing portables I have ever used."

GRACE PHELAN
World's Amateur Typewriting
Champion



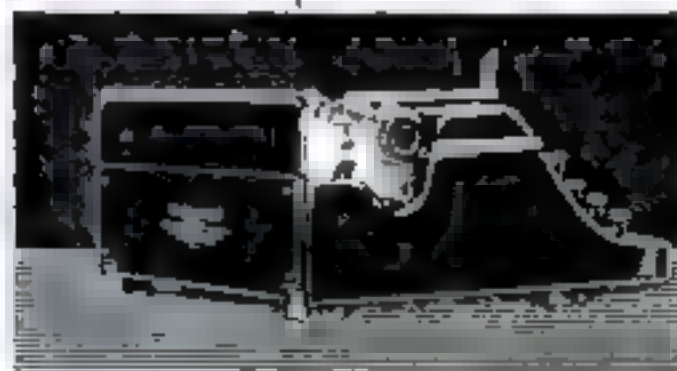
"From my woman's viewpoint Typemasters are the most beautiful portables ever produced. But after I tried them it was their performance that carried the strongest appeal. They not only do a fine, clean-cut typing job but they're exceedingly fast, have a free easy touch and every operating feature is within convenient reach. I believe that more people will buy Typemasters because more will be able to do a creditable typing job on them right from the start."

* * *

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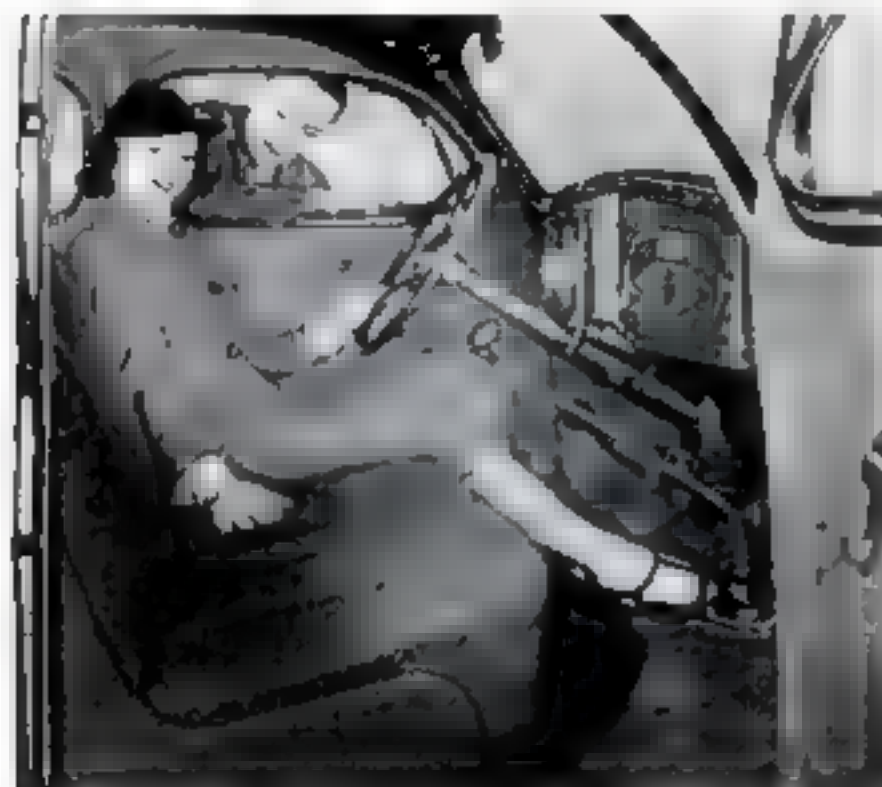
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...THE BIG NEW 1938 DODGE
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Progressive New Improvements and Refinements!



New "Simplified Driving"... All the familiar and proven driving operations, easier, quieter, smoother, more quickly responsive than ever. Driving compartment easy of entrance and exit—more leg-room, more foot-room—all controls more accessible.
New "Lustre-Lounge" Interior... Striking new interior—exquisite new decorative notes in trim, finish, upholstery and appointments.

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THE FRONT COVER IS A PICTURE TAKEN BY VANDAMM STUDIO OF THE HEADS OF ALFRED LINT AND RICHARD WHORE IN THE PLASTER BORDER OF J. PETER AND SIBERTY APPEARING IN AMPHITRYON 38 (SEE PAGE 106).

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If your eyes resemble Frank Buck's... here's a happy adventure for you. Try this fine Kentucky Straight Bourbon... It's the "double-rich" whiskey!



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Cream of Kentucky

KENTUCKY STRAIGHT BOURBON WHISKY
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THIS specialized medication—Vicks Vapo-Rol—is expressly designed for the nose and upper throat, where most colds begin—and grow. Used in time—at the first sneeze or snuffle or irritation in the nose—it helps to prevent many colds, or to throw off head colds in their early stages. Even when your head is all clogged up from a cold, Vapo-Rol brings comforting relief—lets you breathe again.

Keep it Handy—Use it Early



3 Big Radio Shows: Sunday 7 P. M. (EST)—famous guest stars featuring JEANETTE MacDonald—Mon., Wed., Fri. 10:30 A. M. (EST) TONY WONS. Both Columbia Network.

FOR SPARKLING TEETH AND FIRMER GUMS USE THE NEW **DOUBLE DUTY** TOOTH BRUSH

REG. U. S. PAT. OFF.

Designed to.

1. Massage Effectively
2. Clean Scientifically

GIVE your smile a chance to be brighter, more attractive! You can, with the aid of the new *Double Duty* Tooth Brush—the brush that is winning thousands by its twofold action, which (1) *massages the gums* and (2) *cleans the teeth*.

Its outstanding features—from the small, modern head to its widely-spaced, firm bristles—has won the endorsement of thousands of dentists. But the scientific difference lies in the "twisted" handle! You have to grip it correctly, so that you brush with the "rotary motion" most dentists advise. You massage your gums as you clean your teeth—so easily, it becomes almost automatic.

Remember—healthier gums and more sparkling teeth will help you to have a smile that *wins, attracts!* Go to your druggist, today, and get your *Double Duty* Tooth Brush. Made by The Rubberset Company, Newark, N. J., world-famous for fine quality brushes.

◀Tender gums are often the result of our modern soft and creamy foods. Regular massage with the *Double Duty* quickens circulation in the gum tissues, helps them back to a healthier firmness. And healthier gums usually mean brighter teeth.

It's the unique "twist" of the handle that gives the new *Double Duty* such wide dental approval. You grip it correctly, so that you brush your teeth with the "rotary motion" most dentists recommend.

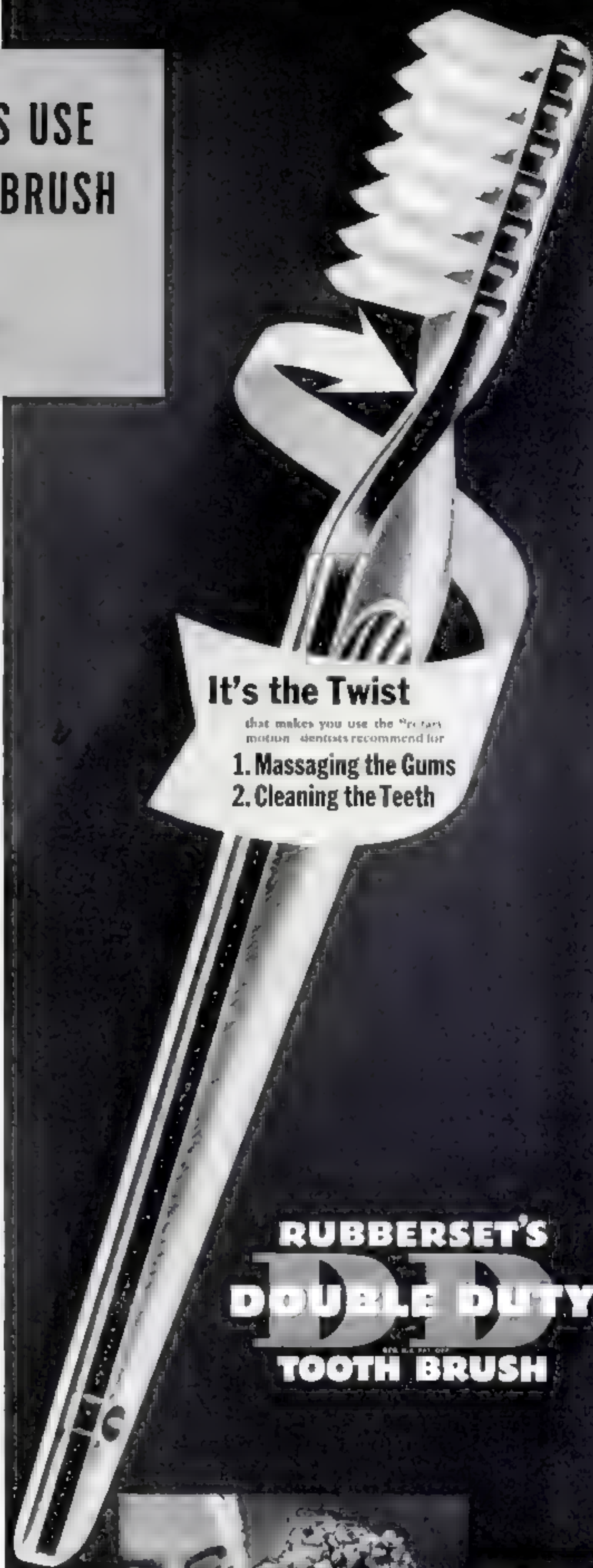


◀Food particles are easier to dislodge from hidden crevices—hard-to-reach tooth surfaces are more thoroughly cleansed by the fine quality, widely spaced, firm bristles of the *Double Duty* Tooth Brush.

It's the Twist

that makes you use the "rotary motion" dentists recommend for

1. Massaging the Gums
2. Cleaning the Teeth



RUBBERSET'S
DOUBLE DUTY
REG. U. S. PAT. OFF.
TOOTH BRUSH



◀A sparkling smile attracts people and wins friends. Let the *Double Duty* Tooth Brush brighten your smile—get one today!



THE NEW YORK STOCK EXCHANGE FLOOR ON OCT. 21. TRADING POSTS: DU PONT (NO. 1), U. S. STEEL (2), TEXAS CORP. (3), GENERAL MOTORS (4)

FEAR OF NEW AMERICAN DEPRESSION CAUSES 25-BILLION-DOLLAR STOCK MARKET CRASH



The photograph (at left) of the calming hand of the Father of His Country stretching out from the Sub-Treasury Building toward the pillared façade of the New York Stock Exchange has a special significance. It was taken on the grey, rainy Tuesday of Oct. 19.

On that bleak morning, following the worst stock market crash in four years the day before, panic reminiscent of October, 1929, was threatening to drag the country back into the slough of Depression. But by Tuesday noon heavy buying had set in and the tide was, at least temporarily, turned.

Two mornings later, a LIFE photographer took the picture (above) of the Stock Exchange floor on which trading was going great guns. By then Tuesday's upturn had been confirmed by continued buying and traders were feeling better. But shrewd brokers were still nervous, for no better than anyone else did they know whether the nation had yet touched bottom in the Slump of 1937. On Oct. 23, a rush of week-end selling wiped out much of the recovery gain.

The panicky selling which began Monday morning

was apparently touched off by reports that steel production was continuing to drop toward newer lows for the year. But behind that were long months of declining business, of disappointed hopes, of fears for the future—all reflected in a stock market slump which, beginning Aug. 16, had by Oct. 19 wiped out an estimated \$25,000,000,000 of paper values for a percentage loss approximating 1929's.

A prime factor in this Recovery setback had been the failure of an expected building boom to develop. But no one could tell the causes for sure. Most businessmen were inclined to blame it on the Government—on overstrict stock-trading regulations, on taxes, on rising wage costs boosted by the New Deal's pro-Labor policy, on continued spending and unbalanced budgets.

But the important fact was that, complex causes & effects aside, businessmen were feeling gloomy and hesitant. And no small part of their uncertainty was due to the fact that, with Government strongly personal, exercising unprecedented control over Business, no one can be sure of what Government is going to do next.



The Toronto Stock Exchange, here pictured Oct. 19 in its new building opened last spring, is rivaled with New York—as to lesser degree, by European markets.



Chicago Exchange (Oct. 19), striving to become the Midwestern financial centre, is fourth largest U. S. stock market. New York City is second, Boston third.



Salt Lake City Exchange (Oct. 20) deals chiefly in mining stocks, which dropped. Below: The San Francisco Exchange (Oct. 19) specializes in Pacific Coast issues.



On Monday night, Oct. 18, sure sign of Wall Street trouble were lights blazing in brokers' offices. Above: 15 Broad Street seen over roof of House of Morgan.

OCTOBER STOCK CRASH MAKES HISTORY

The New York stock market crash of Oct. 18-19 was reflected through the nation and world, on the lesser exchanges (at left) and on the tense faces of investors, brokers and clerks knotted in board rooms and exchanges (opposite page). The facts of the crash are history.

The selling wave broke Monday morning with steel shares in the van. Soon confusion on the Exchange floor was tremendous. At the trading posts shouting brokers, unable to hear each other ten feet away, were simultaneously trading the same stock at different prices. As a result the ticker, which records the price of every sale in blocks of 100 shares or more, ziggzagged crazily. The day closed with stocks down 2 to 15 points. More individual issues (1,011) had been traded than on any other day in Exchange history, indicating that strong-boxes were being emptied in panic. Monday was a sleepless night for informed citizens throughout the country.

At Tuesday morning's opening a selling cloudburst hit the market as frightened capitalists dumped big blocks of stock and brokers sold out small customers who had failed to meet calls for more margin. The counterwave of buying set in about 11:30 a. m., was in full tide by 12:45 p. m. At the close, the market as a whole was lower than day before but the big decline had definitely been checked.

Generally accepted reason for the recovery was that investors felt the market had outrun the business decline, that stocks were selling well under their real worth. No one knew what classes of buyers to credit. But that the little fellow had recovered his confidence and was playing a big part in the comeback appeared when, for the two days following the crash, S&C reported the biggest volume of odd lot buying (in blocks of less than 100 shares) on its records.

On Tuesday afternoon brokers in the Los Angeles Stock Exchange, closing three hours behind New York, cheered as their market continued the Manhattan buying rally.

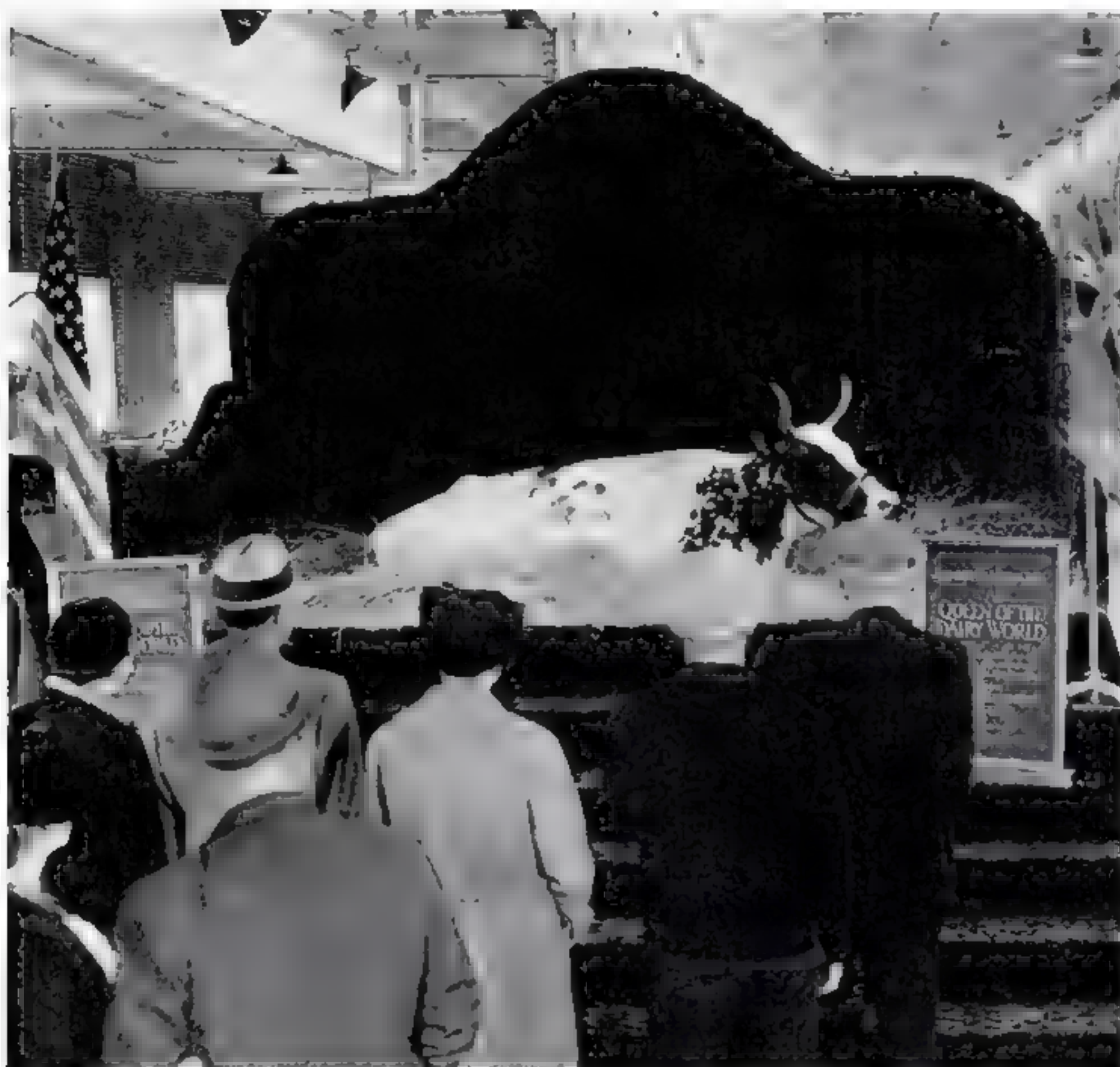




FACES OF THE CRASH taken Oct. 18-19 for LIFE in New York, Boston, Philadelphia, Chicago, St. Louis, Salt Lake City, San Francisco

LIFE ON THE AMERICAN NEWSFRONT: BIGGEST U. S. BUSINESS DISPLAYS ITS CHAMPIONS

Photographs for LIFE by Wallace W. Kirkland



The Ayrshire queen (above) won her title and throne by setting a breed world's record for milk and butterfat. The biggest business is based on an abnormality developed by breeding, since cows once gave milk only at calving time.

Large veins in the Holstein udder (at right) indicate good blood circulation and hence rapid conversion of feed into milk. A cow's udder should be capacious and high-slung, bulging behind hips and running well forward on belly.



The Brown Swiss (below) demonstrates the big barrel essential for consumption of large quantities of feed. But milk cows should be lean. A good cow uses only 40% of her food to maintain her body, turns the rest into milk.



No upper front teeth have cows. Most chewing is done on small balls ("the cud") regurgitated from a storage stomach called the rumen. A cow chews each cud about 50 times, then mixes five chews while bringing up another cud.





GUERNSEY



HOLSTEIN



JERSEY



AYRSHIRE

LIFE ON THE AMERICAN NEWSFRONT: ALF LONDON REPEATS HIS 1936 CAMPAIGN SPEECHES

In Topeka on Oct. 19, Alf M. Landon took to the radio (right) for his first major speech since the Presidential campaign. His speech indicated that the Republican nominee of 1936 has learned virtually nothing from the experience and aftermath of his campaign—not even the pronunciation of his opponent's name. (It is *Roosevelt*, not *Roosevelt*.)

The timing of the speech was, accidentally, perfect. At the very time of its delivery, a careening stock market (see p. 26) and a White House announcement of a fresh budget deficit were multiplying the troubles which President Roosevelt has made for himself since his re-election. But the Nominee-reject's address, obviously prepared long in advance, made absolutely no mention of the financial crisis. It was indistinguishable from the Landon campaign speeches, both in content and in its poor delivery and mispronunciations.

To Herbert Hoover, who has been bidding for Party leadership with talk of a mid-term convention next year, the speech served notice that Alf Landon still considers himself the Republican "standard-bearer." To Republicans and others eager for revival of a constructive opposition Party, it signified that the revival will continue to await new leadership.



"Failure of the President of the United States to follow constitutional method of government" was Landon's theme.



"Failure as an administrator" and hampering of "industry" were other points of Landon's attack on the President.



"Failure" of NRA, said Landon, does not prevent President Roosevelt from trying to "make the same mistake again."

EVEN HUGH JOHNSON REJECTS LANDON AID AGAINST NEW DEAL



General Hugh S. Johnson, oldtime NRA head and No. 2 New Dealer turned newsy per columnist, has this year become a fierce critic of what he calls the "Third New Deal."

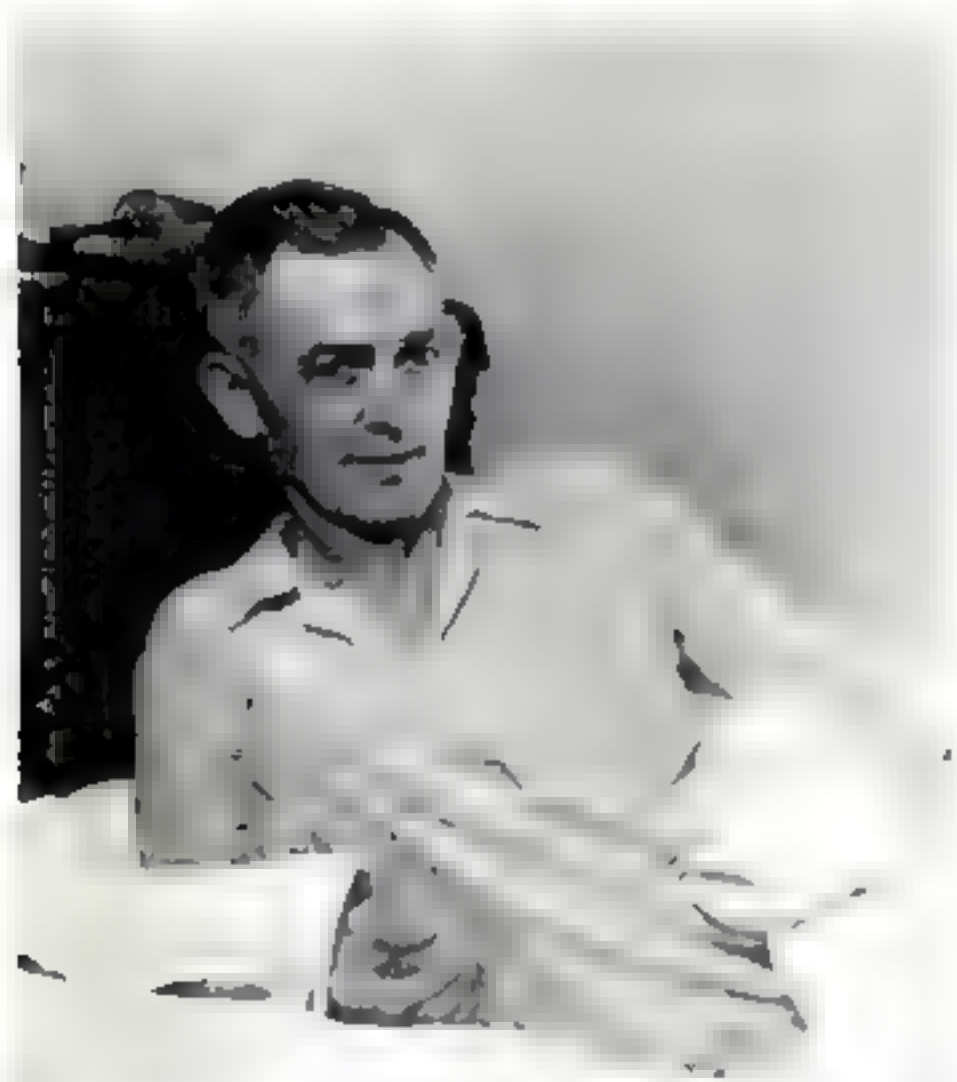


Now broadcasting news comment four nights weekly for Grove's Bromo Quinine, General Johnson went on the air immediately after Alf Landon Oct. 19, blasted his speech.



Greatest phrasemaker of his day, bemoaning feeble G.O.P. opposition to the New Deal, snorted at Landon's "pious platitudes," mimicked his mispronunciation, "attack-ted"

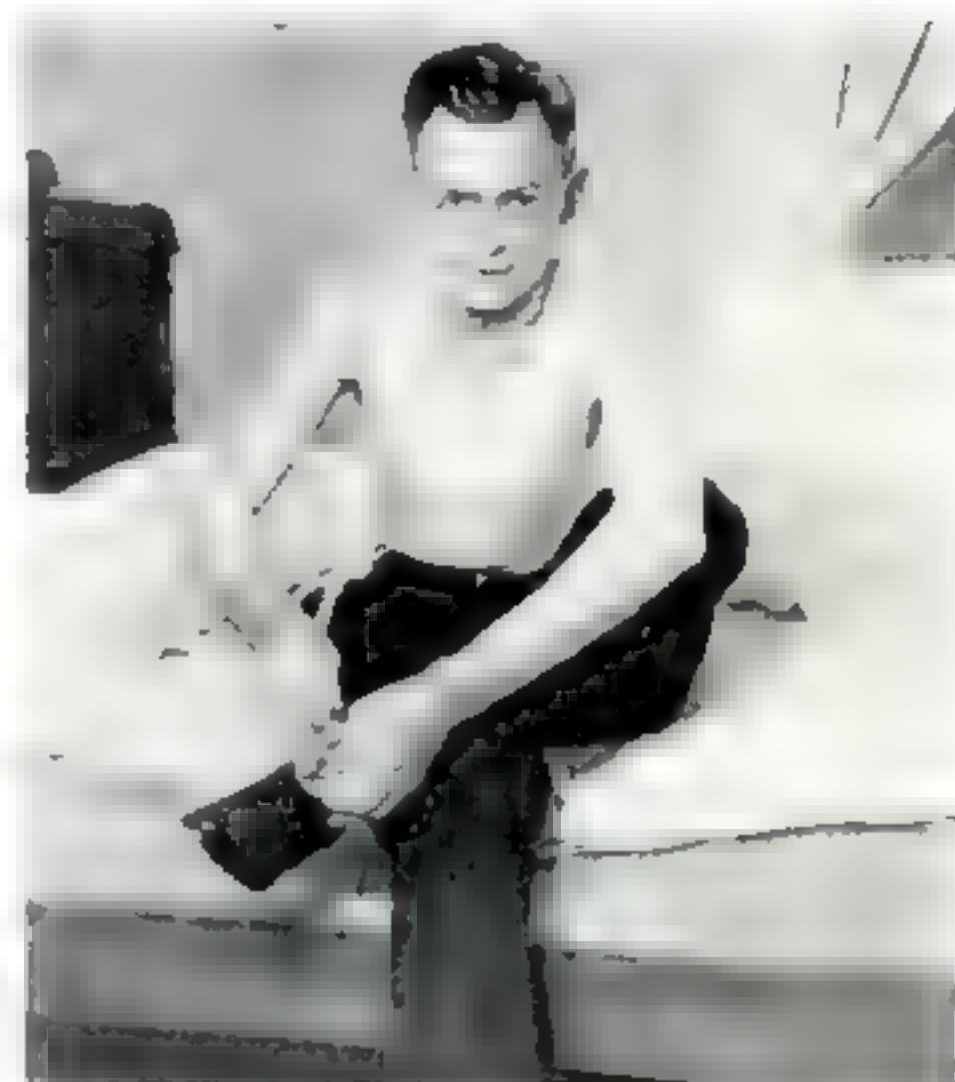
LIFE ON THE AMERICAN NEWSFRONT: THE MORNING AFTER FINDS MR. MILLER A SENATOR



John Elvis Miller, Congressman from Arkansas, awoke with a sly grin on the morning of Oct. 19 because he had just been elected a U. S. Senator to fill the unexpired term



of the late Joseph T. Robinson. Running as an independent Democrat in a special election, Miller beat Governor Carl Bailey, the New Deal candidate, by three to two. Sen-



ator-Elect Miller was still grinning when he entered the bathroom of his Little Rock home (centre), but assumed a Senatorial solemnity as he tied his shoelaces (right).

MRS. SANGER'S SPANIEL HAS HER FLING



"Pepper" is a female spaniel belonging to Margaret Sanger, birth-control leader. Pepper is 11, has never had puppies. She ran away in Van Horn, Tex., was on her own for several days, returned contrite. Mrs. Sanger was thankful that Pepper is now too old for puppies.

DEAN HAS FUN WITH WATER PISTOL



Dean Virginia Gildersleeve of Barnard College tried her skill with a water pistol at a money-raising carnival on the Barnard campus in New York, Oct. 18. Object was to put out a candle. Dean Gildersleeve missed each time, but gallant reporters blamed a high wind.

GIRL SEEKS LUCK IN "WALLY'S BATHTUB"



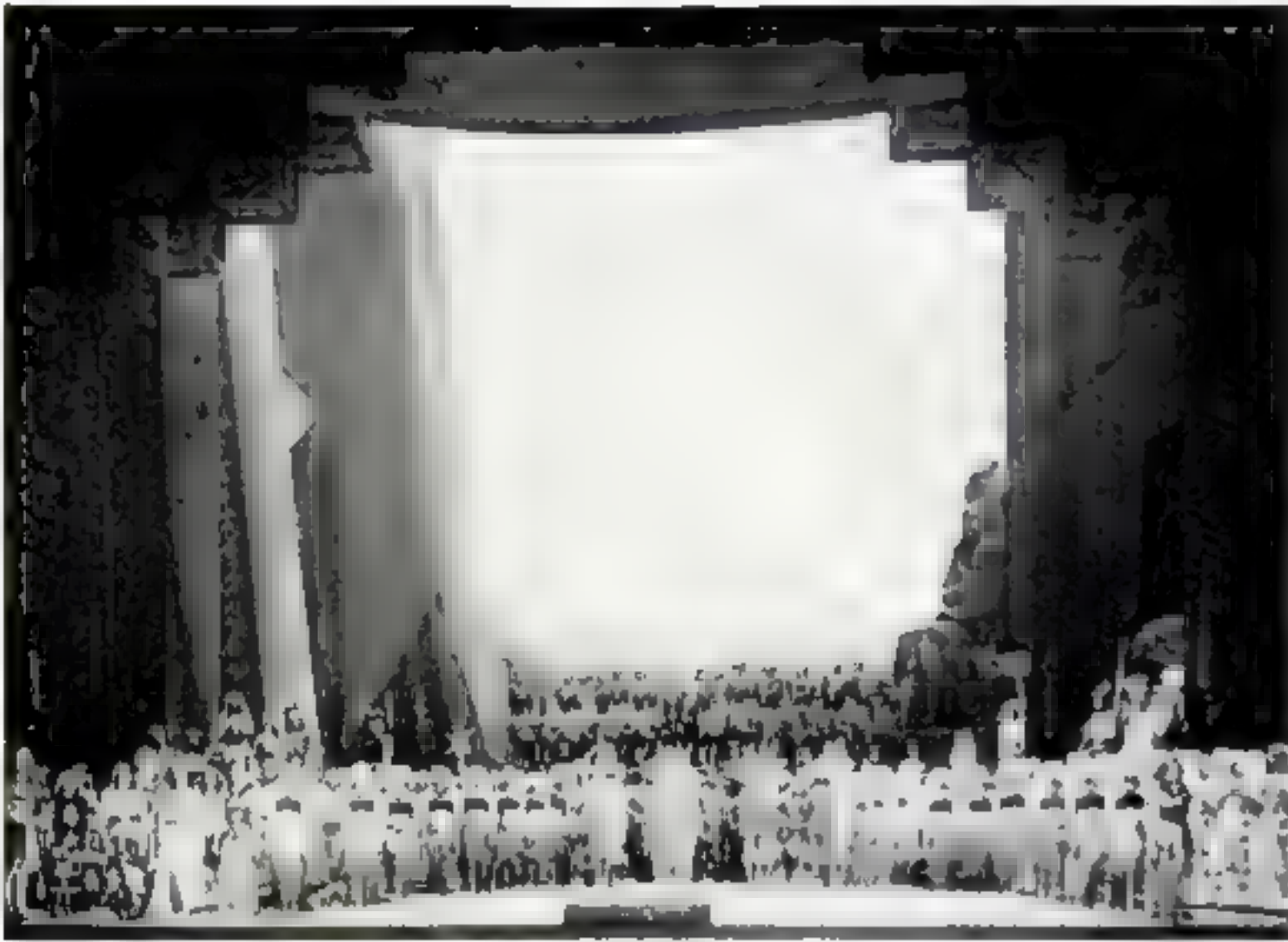
This "lucky bathtub" stands in the girlhood home of the Duchess of Windsor, which has now been turned into a museum at Baltimore. The museum proprietors call it "Wally's tub," mast that it brings luck to all who sit in it. Miss Mary Snyder, a visitor, tries it out.

LIFE ON THE AMERICAN NEWSFRONT:

SAN FRANCISCO OPENS U.S. OPERA SEASON

The 1937 U. S. opera season opened Oct. 15 in San Francisco. That night the San Francisco Opera began its season with a performance of *Aida*, sung by such stars as Martinelli, Cigna, Bonelli. The performance was good except for some sour notes from the trumpets.

In the past five years, San Francisco has come close to being the second greatest opera city in the country. It achieves this distinction by importing high-priced Metropolitan singers. This season will consist of 18 performances in San Francisco, five in Los Angeles.



The opening-night opera was Verdi's *Aida*, classical choice for starting an opera season. Above is Act II, Scene 2, The Great Gate of Thebes, where the hero, Rhadames, is given a royal welcome on his return from conquering the Ethiopians. The performance played to a sold-out house.



WILLETTE ALLEN DOES THIS SLAVE-GIRL DANCE IN AIDA'S SECOND ACT



The bar was an extremely popular place during intermissions. It is in the basement of this well-equipped opera house which also has, in its basement, a hospital room with facilities for minor operations. The lady above with flowers twined in her hair is Socialite Ursula Cole Castle.



First nighters were Chinese Dr. Margaret Chung (left) and her guest Miss Orien Hayward. Dr. Chung has a busy physician's practice in Chinatown. She is a great friend of aviators who call her "Mike," bring her fragments of wrecked airplanes which she hangs on her walls.



SHE WAS TRAINED IN THE SAN FRANCISCO OPERA'S OWN BALLET SCHOOL



INTERMISSION SCENE: THE OPERA HOUSE BEATS 3,250



Mrs. Gerhard Wempe was one of the many old San Franciscans who turned out for the opera's first night.



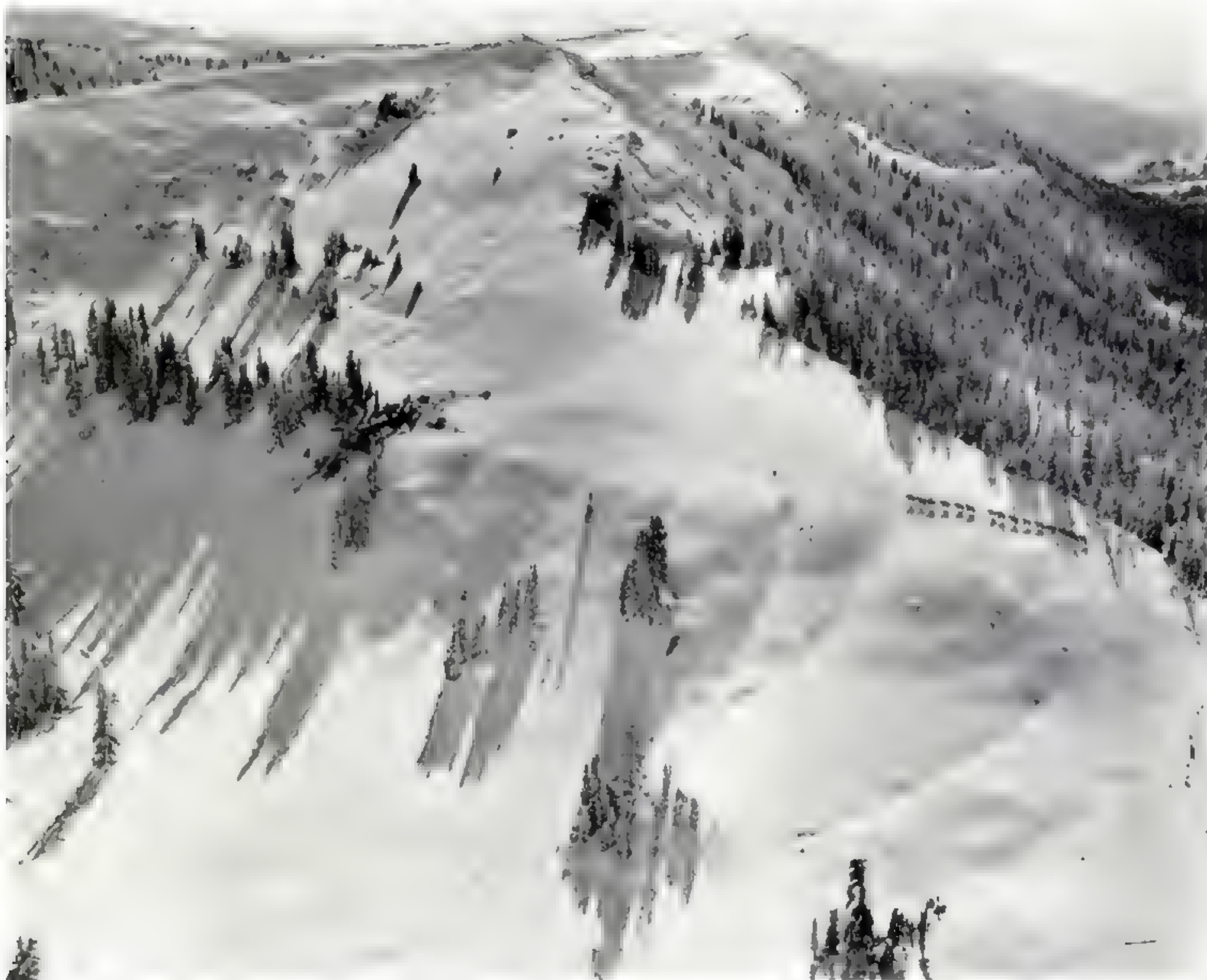
Top hats that filled the checkroom describe the atmosphere of San Francisco opera which, like all first-rate U.S. opera, leans on society for support. Opening night even the *Chronicle's* cameramen wore toppers.



When in 1912 the San Francisco Opera Association moved into the municipal opera house, it took over a magnificent and historic and enjoyed a second phase of opera in a city which has a glamorous opera past. Appreciative managers used to toss bags of gold at singers in the tawdry troupes that hit town. In 1851 the Foy started a successful career of serving opera and beer together.

At the century's turn the Metropolitan Opera made three trips to the city. On the last trip, the 1906 earthquake threw Caruso out of bed, so scared him that he would not be hired back to San Francisco ever with offers of \$25,000 a performance. Present phase of opera began in 1923 when Gualtiero Merola gave a successful, though makeshift, season, attracted sponsors, founded the Association. Impresario as well as conductor, Merola has a good financial record. Last year his opera had a deficit of only \$36,500.

LIFE ON THE AMERICAN NEWSFRONT: WORST AIR CRASH IN U.S. HISTORY TAKES 19 LIVES



ON A RIDGE IN THE UINTA MOUNTAINS A RESCUE TRAIN (RIGHT) CLIMBS TOWARD WRECKAGE OF GIANT MAINLINER (DARK SPOT ON NEAR TREES)



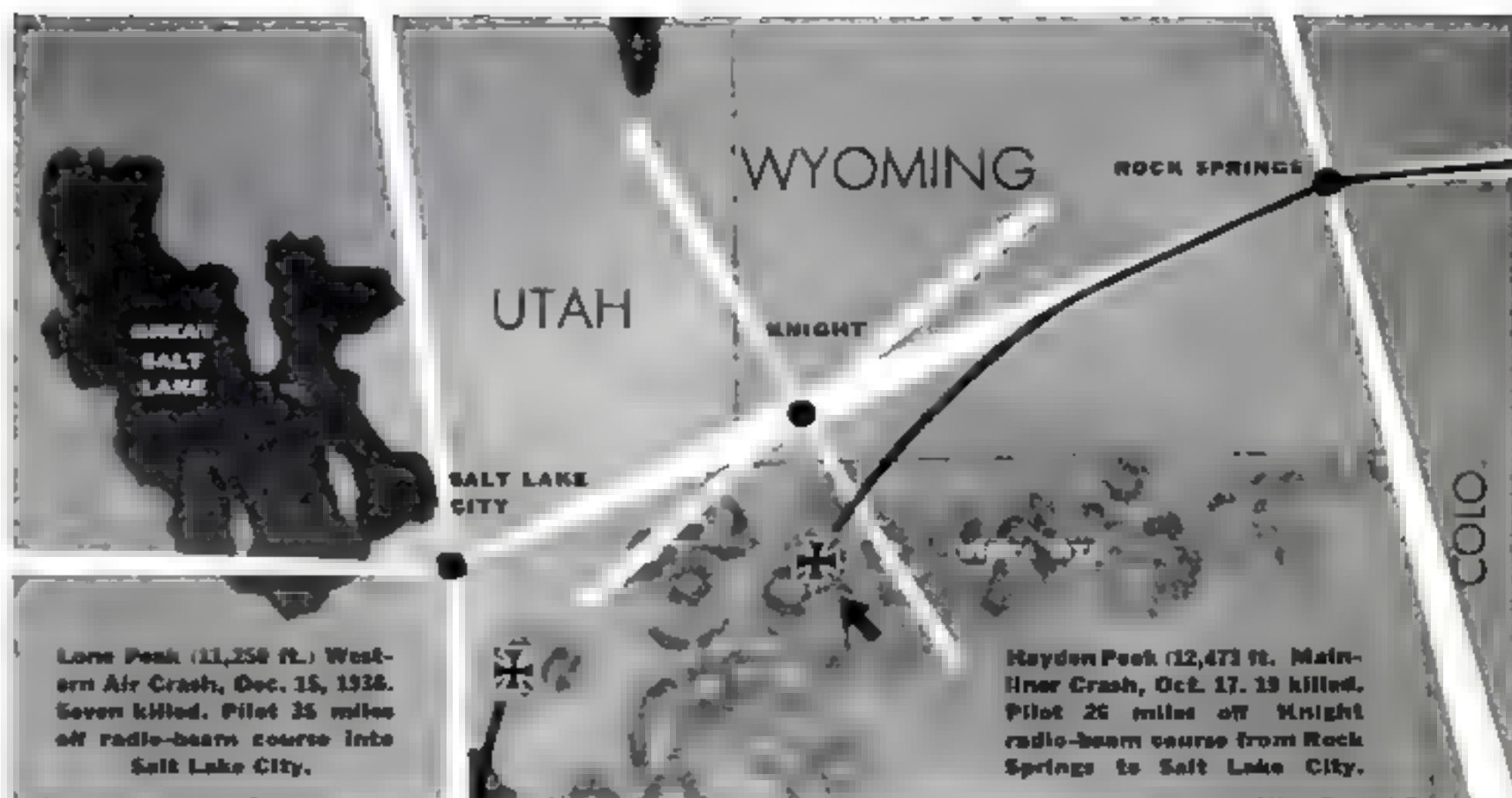
Through driving snow squalls a glittering transport Mainliner, pride of United Air Lines, winged westward toward Salt Lake City the night of Oct. 17. Aboard were 19 people, including a banker, a lawyer, a physician, a journalist, and two Pathé newsreel men bound for the West Coast to complete a film on "The Safety of Transcontinental Flying." Shortly after 8:30 p.m., every life within the plane was extinguished, so abruptly, so without warning, that probably not one of the passengers knew an instant of fear or pain. With throttle open, motors turning at normal cruising speed, the giant Mainliner had crashed squarely into the snowy shoulder of Hayden Peak, high in the Uinta Range, about 15 miles south of the Utah-Wyoming border (*see map opposite*).

Because the Uinta Mountains are remote and desolate, corrugated with cliffs and canyons, hours passed before rescue parties reached the scene of catastrophe (*above*). The fearful force of impact was apparent in the severed body of the plane (*left*), the sheared stumps of ten pine trees, the twin motors lying 150 feet in front of the fuselage. Nineteen deaths made the disaster worst in the history of U. S. aviation. Largest previous toll was 17 dead in a wreck near Goodwin, Ark., on Jan. 14, 1936.

The always baffling question of cause arose immediately after the Mainliner's crash on Hayden Peak, Oct. 17. Chief mystery was: How did the plane, flying from Cheyenne to Salt Lake City, get where it had no business to be—among the towering Uinta Mountains, 26 miles left of its course? (See map, right.)

Shortly before the crash, Pilot Earl D. Woodgerd, over Rock Springs reported. "Slightly rough. All O K." Three minutes later "Altitude 10,000 feet." Then silence. Experts guessed a local blizzard had driven him southward, cut his reception of the radio beam that should have drawn him like a magnet to Salt Lake City.

The tragedy evoked new demands for safety equipment, mountaintop beacons, instruments for measuring altitude above the ground. Had the Mainliner flown 100 feet higher it would have cleared the saddle of Hayden Peak. But Pilot Woodgerd's altimeter told him only his height above sea level, ample for any promontory on his normal course. While the public shuddered at the tenth major U. S. air disaster in eleven months, United Air Lines pointed out that its planes had safely flown 17,300,000 miles last year, safely carried 215,000 passengers. Of these about 9,000 had traversed the Cheyenne-Salt Lake route.



Map shows regular air route from Rock Springs to Salt Lake City (in white). Black line shows Mainliner going off radio course from Rock Springs. Fifty miles from Hayden Peak, scene of wreck, is Lone Peak where seven died Dec.

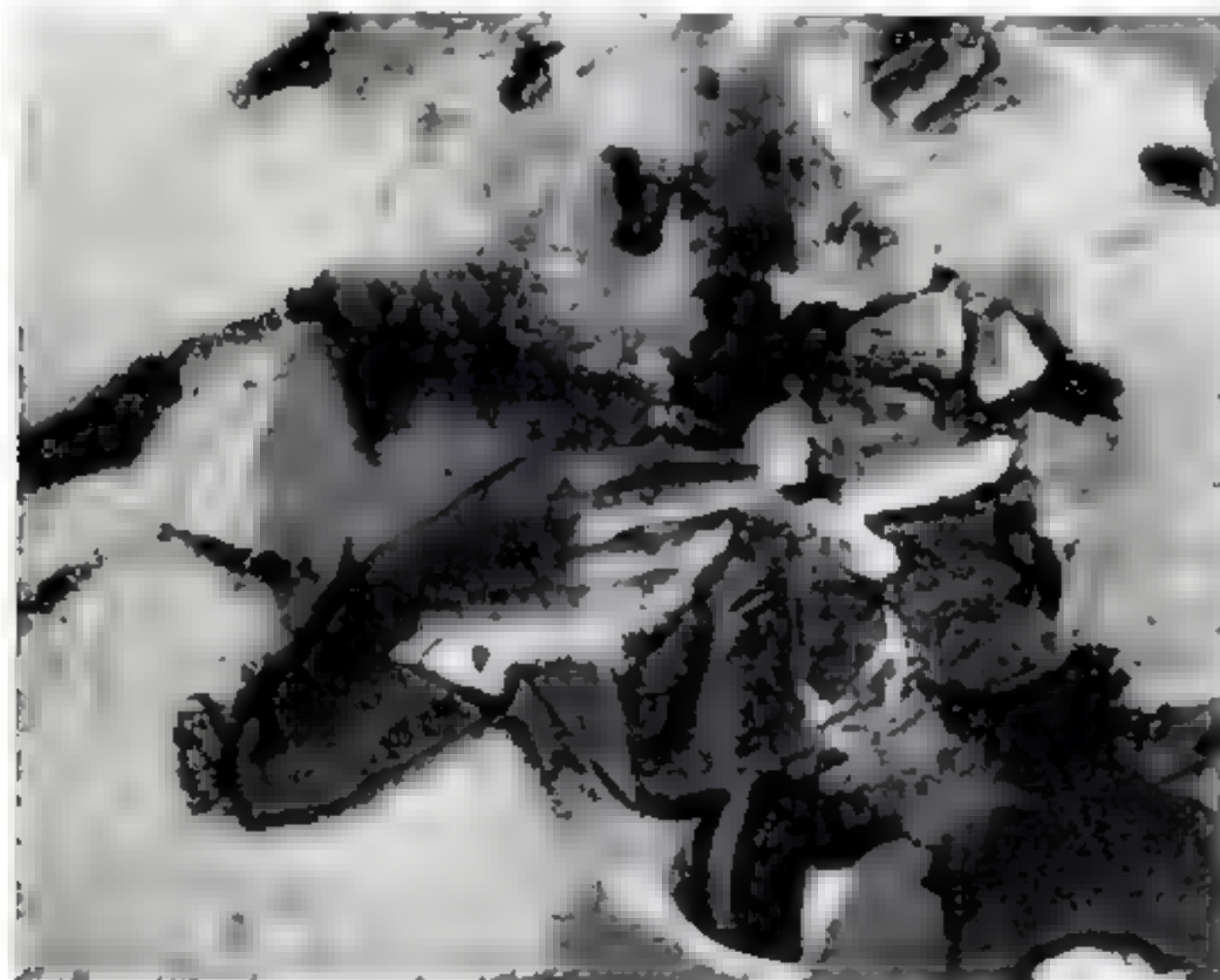
15, 1936, in crash of northbound Western Air Express plane. On Oct. 20, a Bureau of Air Commerce report blamed the 1936 accident on distortion of radio beam by static among mountains. Mainliner disaster is attributed to same cause.



Rescue trains of horses and mules toil through deep snow, up steep mountain trails from Knight, 26 miles away, in hope that some of the passengers might still be alive.



Wreckage is all that rescuers find of the palatial Mainliner. The cabin is left completely in half, the propeller (foreground) excised and bodies of passengers hurled yards away.



Hand of William Pitt, 31, news editor of Pathé News, is identified by the gold ring of "Sachems," No. 2 senior society at Columbia University, whence he was graduated in 1923.



Out of the wilderness the bodies of the 19 victims are borne by horse and mule teams to the nearest road miles away. Over steep intervals the rescuers had to carry corpses by hand.

A GREAT ADVERTISING MAN CAMPAIGNS FOR CONGRESS



"Many an industrial bigwig has sat across a director's table from Bruce Barton, finding out how to build good will and sell commodities through advertising and publicity. They listen to him as an advisor, as a friend. Known as the Man With A Million Friends, he is on front-name terms with most of the celebrities and industrial leaders of the country. Barton has come a long way in his 51 years. . . .

During Bruce's childhood, his father was fortunate to make \$500 a year, with which he fed and clothed a family, and at least one strange child, colored, who wandered into the parsonage homeless; and the elder Barton provided a home for him. He has never held public office. In Foxboro, Mass., where he is the Favorite Son and maintains the family homestead, he is now called 'Congressman.'"

Best-known adman in America is Bruce Barton, who heads the New York agency of Batten, Barton, Durstine & Osborn, Inc. At the moment Mr. Barton's creative talents are concentrated on himself in an advertising campaign designed to promote his election to Congress as a Republican from New York City's 17th ("Silk Stocking") District on Nov. 2.

Through the resources of B B D & O., Candidate Barton's career has been ably set before the electorate. Voters are learning how he began life as son of a poor circuit rider in Tennessee, made money in boyhood by selling maple sugar, delivered papers to pay his way through Amherst (Class of 1907). He planned at first to enter the clergy, took up journalism instead. On a War publicity project he met Roy S. Durstine and Alex F. Osborn, with them formed a partnership which in 1928 merged with the George Batten Co. to become one of the largest advertising agencies in the world. To the general public, Mr. Barton is best known for magazine articles, for his life of Christ, *The Man Nobody Knows*.

Drafted by Republicans for his first political office, Mr. Barton has been waging an unorthodox campaign. Declining to submit a platform, he declares: "I'm just going to run." Moderately anti-New Deal, he has been endorsed by Mayor LaGuardia who is running for re-election. Despite his unusual tactics, wise political observers predict Barton will defeat his two opponents.

On these pages you see pictures released by B.B.D. & O., captioned by staff copywriters and designed to convince voters of Mr. Barton's qualification for a seat in the House of Representatives.



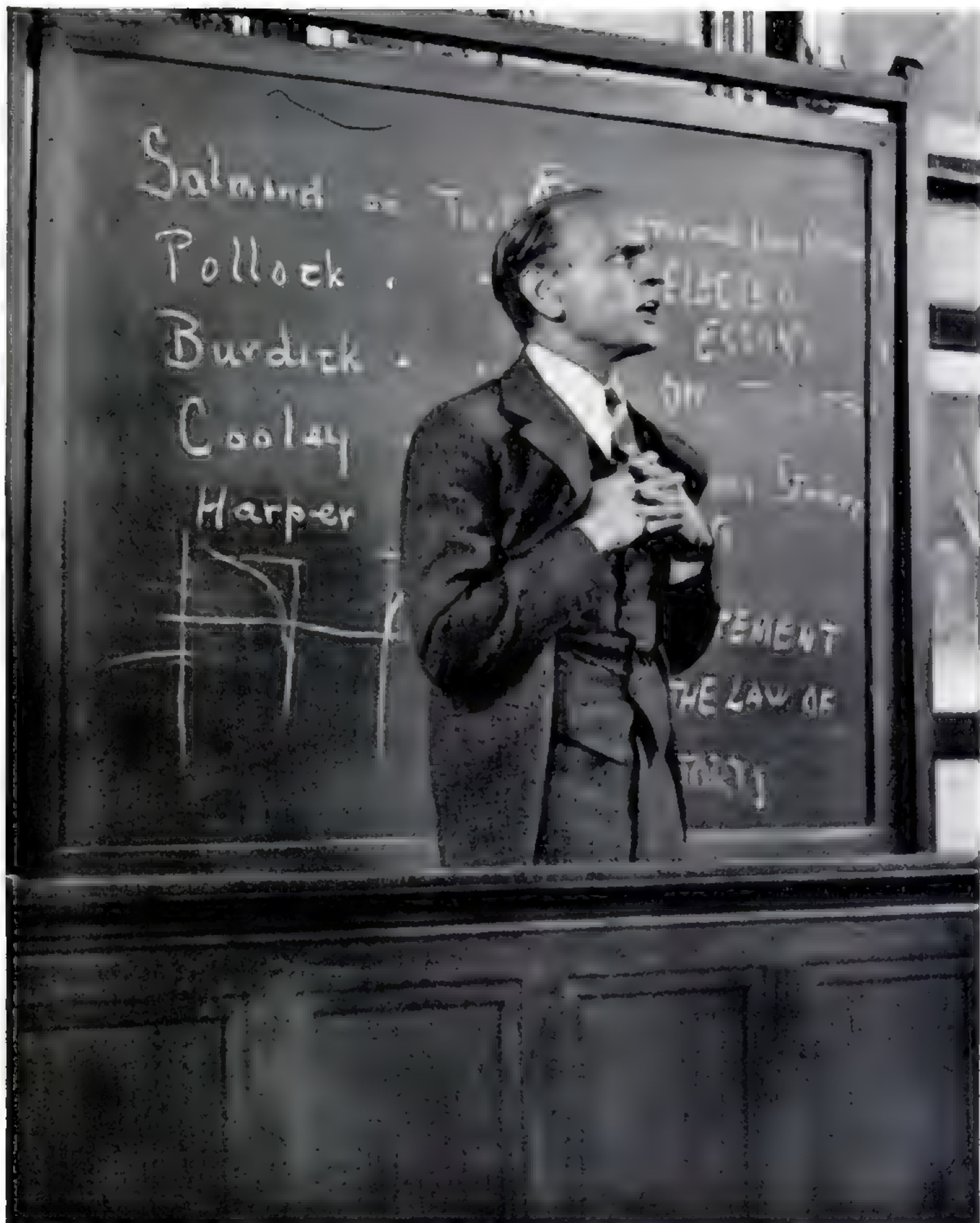
"Barton has talked to taxi drivers, doormen, shoeshiners, small businessmen to find out what they are thinking. This taxi driver is smiling because Manhattan taxi drivers are always either smiling or swearing, and this one is not swearing.

He might well, though, if his story of business is true. He told Mr. Barton that the taxi business is 'shot.' Poor people can't afford to hire cabs and the class of people who used to ride cabs has disappeared. Cab money now goes for food, rent, clothes."



"At loose ends are thousands of men wandering the streets of Manhattan, riding subways to keep warm, sitting in parks. With most interests dead, many keep kindled a lively interest in politics, in the future of the country. Such a man is this, an un-

employed actor, who is 'just like this with George M. Cohan—come from the same town!' In Madison Square, where many of Manhattan's bigwigs were wheeled in buggies as babies, this man declared his faith to Mr. Barton in the future of America."



LANDIS BECOMES A DEAN

James McCauley Landis gave up his job as chairman of the Securities & Exchange Commission to become dean of the Harvard Law School. This picture shows him in a characteristic pose, lecturing

on "contracts" in a classroom where, as a student, he once dazzled professors with his nimble mind. No man could be a better model of the fierce intellectual effort which the Law School expects of its students.



"Gentlemen, look well at the man on your left and the man on your right, because next year one of you will not

be here." This advice drives home to every new class the policy of admitting students freely but flunking one out

of three. Dean Landis has taken a step toward modifying this policy by choosing fewer students more carefully.

AT HARVARD LAW SCHOOL THE WORK IS HARD BUT THE REWARDS ARE HIGH

The Cambridge "Incubator of Greatness" has a new Dean but the same fierce scholarship

Photographs for LIFE by Hans Knopf and Kurt Sessler

Harvard Law School opened this autumn for its 121st year with a new dean, who appears on the opposite page, and 544 new first-year students, some of whom appear above. For an idea of what Harvard Law School is like, study the faces of Dean Landis and his class. Harvard Law is generally considered the most rigorous graduate school in the U. S. and possibly the world. It is still easy to enter, providing you have a degree from a good college, but phenomenally hard to stay in. It has long made a practice of ruthlessly flunking one-third of its first-year class.

If schools are judged by their graduates, Harvard Law stands pre-eminent among the graduate schools of the land. It has turned out three Supreme Court Justices, 564 other judges, one Secretary of War, one Secretary of the Treasury (Ogden L. Mills), hundreds of Governors, Senators and Congressmen, thousands of big corporation lawyers.

The students who tote green cloth bags filled with books up the steps of Langdell Hall (left) and go to classes in Austin Hall, across the green from a Revolutionary landmark (right), are eggs in what has been called an "Incubator of Greatness."



CONTINUED ON NEXT PAGE

Harvard Law School (continued)

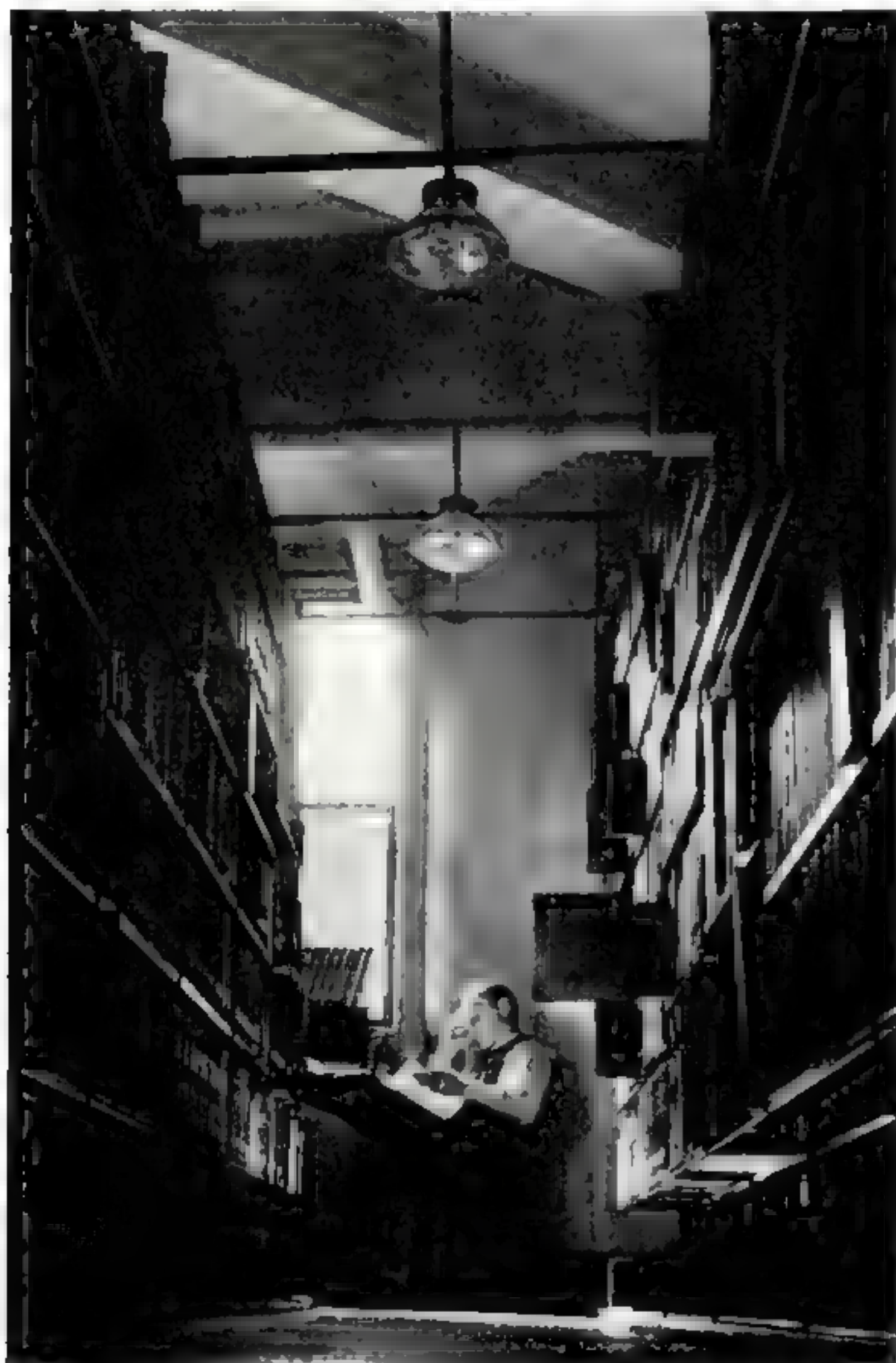


The Ames Competition, in which students argue cases, is preceded by long nights of preparation. The standing student is a "lawyer" presenting his case to three "judges." The chubby "judge" at left is Edward F. Pritchard Jr., the school politician, who styles himself "the future Governor of Kentucky."

Under the New Deal, the influence of the Harvard Law School has reached a new peak. It is now known to every newspaper reader that clever young men from the Law School many of them protégés of Professor Felix Frankfurter's, occupy key jobs in the Government agencies. What is not so well known is that Law School men are also some of the biggest guns in the New Deal's opposition from Business. An example of the split in Law School classes is furnished by the class of 1924, whose two leading scholars were James M. Landis and Warren S. Ege. In college, Ege nosed out Landis for the editorship of *Harvard Law Review*. In later life, Landis became head of the SEC, the New Deal's watchdog of Big Business, while Ege is a big corporation lawyer in St. Paul, Minn.

It is a highly successful school which can staff both sides in the greatest governmental battle of the age and the best answer to how the Law School does it is the single-minded way in which its students work. The Harvard Law man does not merely study law; he thinks, talks and virtually lives law. His school "activities," if any, are of strictly legal nature and his greatest goal is to make the board of the *Law Review*, whose editors are the top-ranking scholars of every class.

The most important student activity is the Ames Competition. Students divide into clubs, prepare cases which are fought out in moot (mock) court. Winners of the Ames Competition, like editors of the *Law Review*, are good bets to land prized jobs, when they graduate, with big New York law firms.



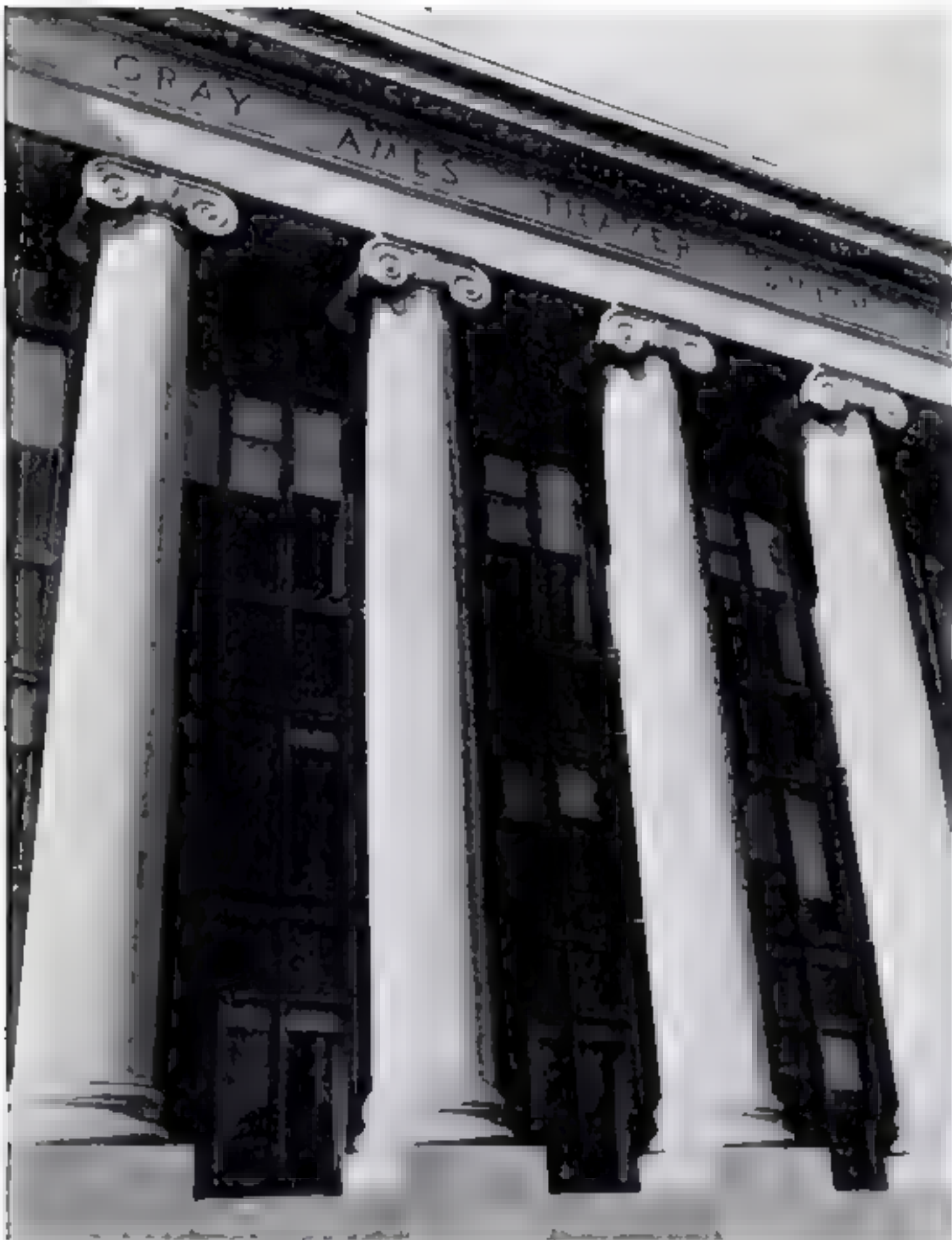
In the stacks of Langdell Hall library, eager students burrow deep into obscure legal tomes. Upstairs there is a well-lighted reading room, the longest (487 ft.) in the world, but many students prefer the solitude and bad light of the stacks. Sometimes they fall asleep.



The Legal Aid Bureau gives students actual courtroom experience, incidentally furnishes legal service for a 25¢ fee to Cambridge residents. This woman is telling her troubles to a student who will take her case to a local court, where he is allowed to practice.



Lincoln's Inn is the better of two social clubs. Left to right: Lewis J. Gorm Jr.; John W. Kephart Jr., son of Pennsylvania Supreme Court's Chief Justice; Stanley Reed Jr., son of U. S. Solicitor General; John S. McCook, son of a N. Y. Supreme Court Justice.



Pillars of the Law School are the limestone columns fronting Langdell Hall and the famous names graven above them. John Chipman Gray and James Bradley Thayer were professors who helped Dean Christopher Columbus Langdell establish the case system of instruction. James Barr Ames was a Dean. Jeremiah Smith was one of the most beloved teachers.



The Editor of the Harvard Law Review holds the most prized student office in the Law School. Edwin Emmet Hudleston Jr., the present editor, is a graduate of Stanford, scion of an Oakland, Calif. fruit-packing family. He led his class in his first year, and ranked sixth last year. Next June he will have his pick of jobs with the best New York law firms.



The Board of Student Advisers is made up of second and third-year men who rank in scholarship just below editors of the *Harvard Law Review*. Their chief job is to make all

the arrangements for the annual Ames Competition. Chairman James P. Kranz Jr. is conducting this meeting in a Langdell Hall room lined with fat, brown legal books. A

famous epigram concerning students' futures, has it that: "*Law Review* men make the professors, Student Advisers make the judges and the rest of the class makes the money."

FACULTIES OF HARVARD LAW SCHOOL FACULTY ARE AMONG THE WORLD'S BEST



Dean James M. Landis is here seen in his office, leaning against the famous circular desk of his predecessor, Roscoe Pound. Dean Pound had the desk built and lined with shelves so that he could sit in the middle and be within reach of 800 books without getting up. Dean Landis prefers the desk in the foreground which once belonged to Joseph Story, the great Supreme Court Justice of the early 19th Century.



Joseph Henry Beale, 76, is second oldest faculty member. After finishing a monumental work, *Conflict of Laws*, which occupied him for 20 years, "Poppi" Beale retired last June, now teaches only graduate students. For years he has carried on a bridge feud with Samuel Williston, oldest faculty member.



Thomas Reed Powell is an authority on Constitutional Law. When he was asked whether he would take the Massachusetts "teacher's oath" to support the Constitution, he cracked: "Certainly I will support the Constitution. It has supported me for 20 years." Note Chief Justice Hughes on the wall.



James Angell ("Tallyho") McLaughlin is famed for his racy stories. One story concerned the American on a British fox hunt who was told to shout "Tallyho!" if he sighted the fox. The American sighted the fox but in his excitement shouted: "There goes the ————." On the last day of the school year, as Professor McLaughlin was leaving the classroom, someone shouted: "Tallyho!" The nickname stuck.



Warren Abner Seavey asks his students many questions, gives few answers, leaves them up in the air. From his platform last spring Professor Seavey took a dig at the political ethics of Massachusetts' ex-Governor James M. Curley, caused the resignation from the Law School of Sen. Leo Curley.

A school is as great as its faculty. Harvard Law School is great because it has on its faculty some of the finest professional minds in the world. The

faculty's faculties are agile as well as profound, skilled alike in drawing generalizations from the maze of legal interpretation and in outpointing the

nimblest-witted of their future lawyers in classroom discussion. Most, though not all, of the outstanding Law School professors appear on these pages.



Edward Henry Warren is called "The Bull" because he looks, walks and bellows like one. An old hand at terrorizing his students in class, he terrorized LIFE's photographers by roaring: "If you bother me, I'll punch you in the nose." They retreated, photographed his portrait in Langdell Hall.



Felix Frankfurter and Vice Dean Calvert Magruder look up a case in Frankfurter's office. Frankfurter is the leader of the liberal wing of the Law School faculty and by far its most famed professor. His lectures, ordinarily dull, are occasionally so electric that he has every student on his seat's edge. Frankfurter's favor is eagerly sought by students who know how many protégés he has placed in New Deal jobs.

"Gilded Lilies" and a "Corporate Tiger" for Professor Maguire

Professor John MacArthur ("Happy Jack") Maguire (below) is famed for high-flown figures of speech. One day he coined this one: "The Court here gilds the lily, disregarding the cor-

porate tiger which lurks in the offing. . . ." On his desk, on the last day of the year, he found a stuffed tiger, a vase of gilded lilies. One of his student ribbers took the pictures (at right below).



Austin Wakeman Scott, the Law School's authority on Trusts and Civil Procedure, is a nervous lecturer, always teetering on his heels, jumping up and down, or rumpling his hair. After him is named the Scott Club which has the most brilliant record of any student law club in the Ames Competition.





The steps of Langdell Hall are a hithering place between classes. At occasional moments of relaxation like this, Law School students drop their constant talk of cases in favor of gossip. But even the gossip usually turns to professors, lawyers or politics. Favorite subject of all is the Supreme Court and its Justices, most recently Justice Hugo LaFayette Black.



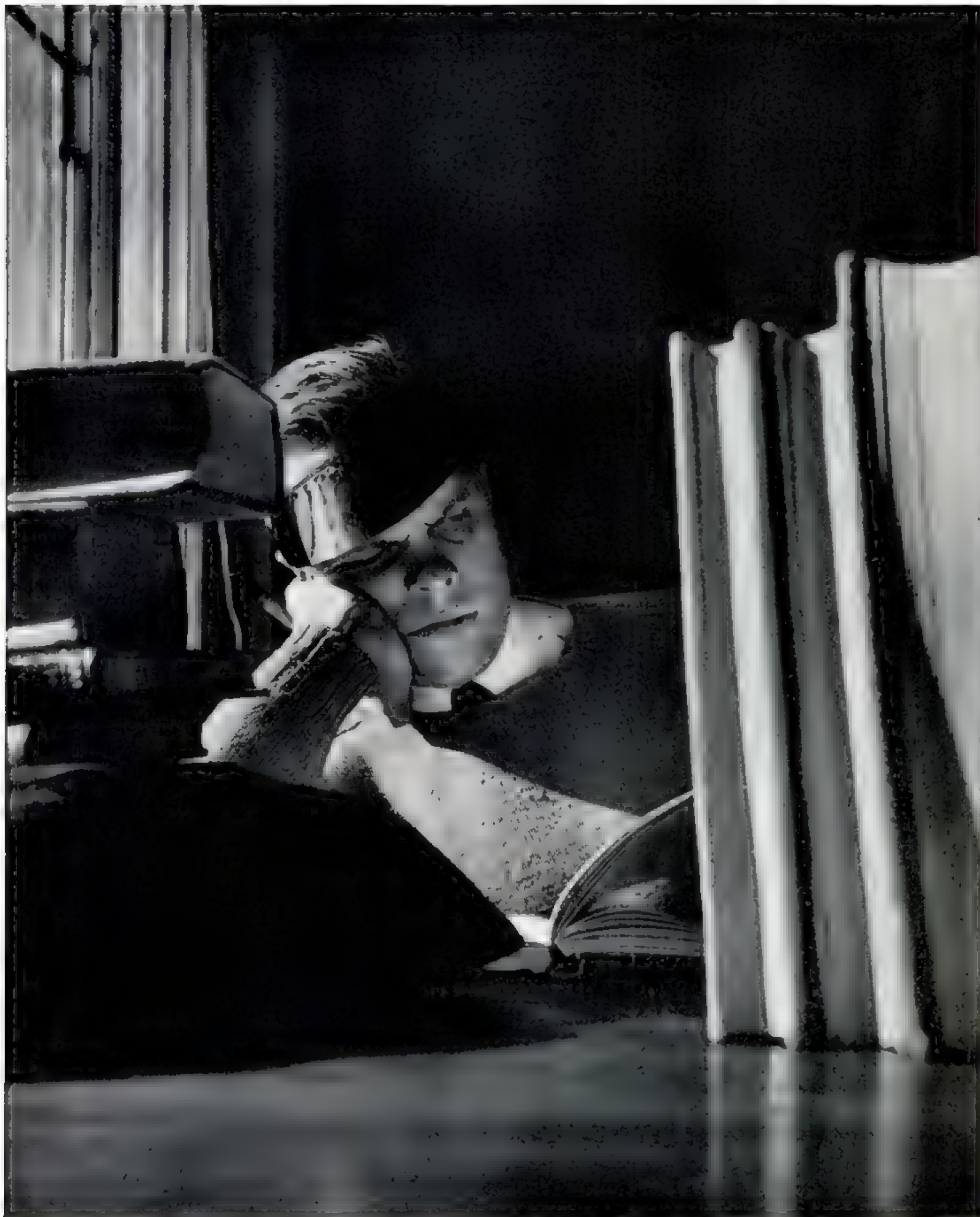
The lights of Langdell Hall burn brightly, far into the night. In May, before the examinations, the mammoth reading room is filled with nearly all of the School's 1,400 students. They sprawl over tables and chairs, take off their coats, yawn and nod. Langdell's lights go out at 10 p.m. but in the *Harvard Law Review* office a light burns until dawn.



Cigaretts go out at the threshold of the Langdell reading room. Elsewhere they are smoked almost incessantly, an indication of the prevailing nervous tension. Sometimes this tension takes another outlet with the result that Law students, normally the greatest grinds in the University, are noted for their alcoholic "benders" when they periodically let up.



An average armful of notebooks, labeled for the owner's convenience, is here seen on its way to class. Law notebooks are thick, for students scribble constantly during lectures. Later the notes are carefully underlined in colored inks. A typical color scheme: red for the most important facts, green for secondary facts, violet for general theories.



STUDY, STUDY, STUDY, STUDY

This picture of furrowed concentration is Barring Hesse Coughlin, of Wilkes-Barre, Pa. In his Princeton University days, Coughlin was a star swimmer but at Law School he is a proud "grind," a ranking scholar of his class and

member of the *Law Review*. The afternoon light, streaming through a window of Langdell Hall, is softened by the green eyeshade, a gadget copied by hundreds of students from the Law School's great, retired Dean Roscoe Pound.

1937 FOOTBALL PROVIDES SOME SURPRISING UPSETS AND SPECTACULAR PICTURES



Nebraska upsets Minnesota. This spectacular shot is symbolic of the year's first big surprise. Cullihan, Nebraska fullback, tosses a possible Minnesota pass receiver in last quarter of the game which Nebraska won, 14-0.

raska fullback, tosses a possible Minnesota pass receiver in last quarter of the game which Nebraska won, 14-0.

As the first month of college football ended, a nation-wide symposium of sports writers ranked the leading teams thus: California, Alabama, Pittsburgh, Minnesota, Yale. The experts who rated the teams were well aware that rankings would change each Saturday. Football upsets are increasingly frequent today because, to attract larger gates, schedules have been so fixed that every game is a big game. This year upsetting started early when, in its first game, Nebraska whipped Minnesota. Cornell came up and fell down, Notre Dame lost to Carnegie Tech, Nebraska itself was tied by Oklahoma.

The football experts were proving themselves far less expert than their newspaper colleagues, the press photographers. Not since the first telescopic lens was focused on a football field have games been so well photographed as this year. On these pages are half a dozen examples of the cameraman's vivid work at big games. For other football pictures in this issue, turn to pages 18-21 and 52.



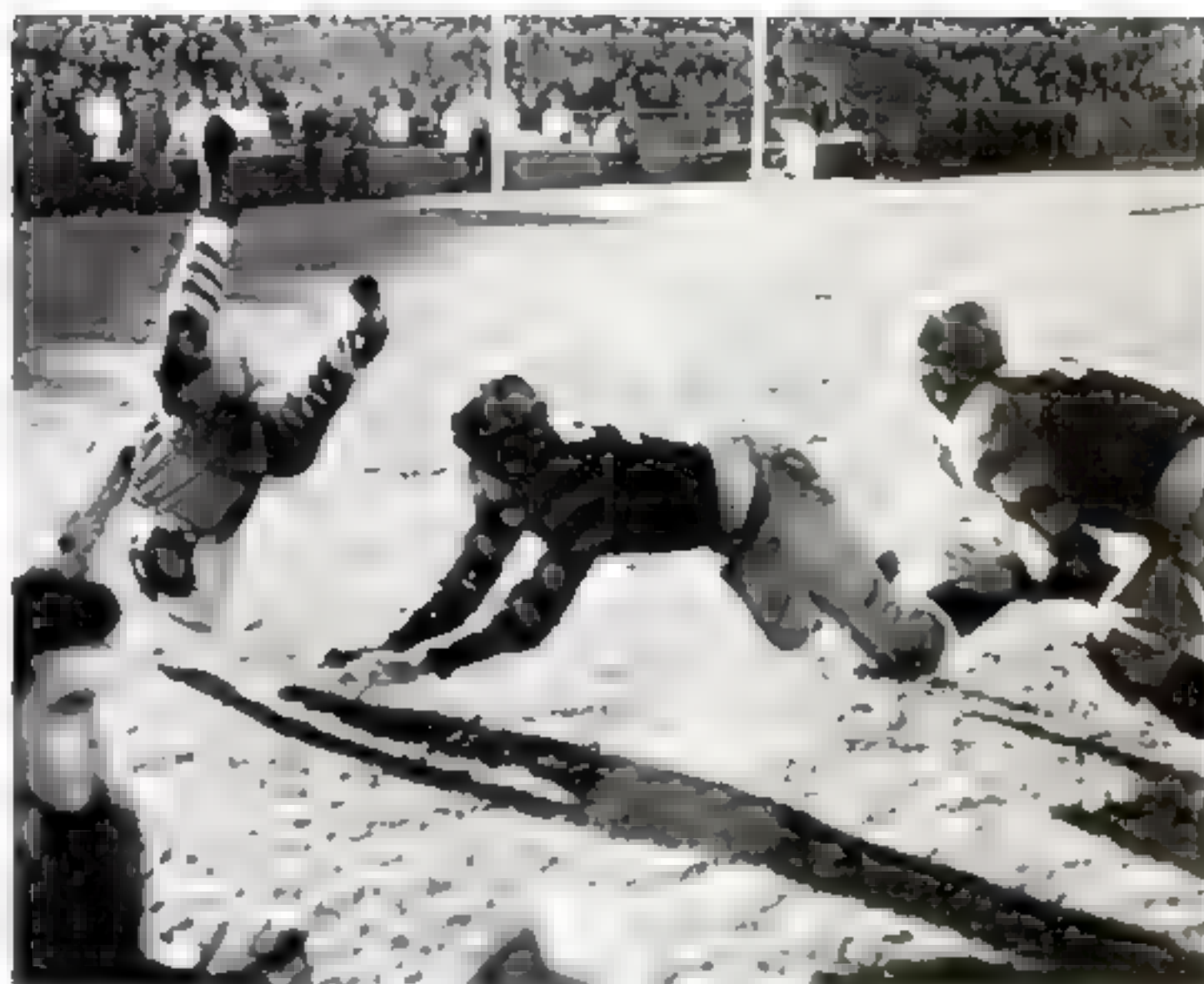
A completed pass to Gravidal of Oregon is photographed just as the ball spins into the receiver's hands. Sangster of Southern California (37) made an immediate tackle. Oregon lost, 14-34.



An intercepted pass is shown at the instant that Mattis of Tulane snatches the ball from Johnson of Colgate. Tulane won, 7-0.



A touchdown was nullified in Pittsburgh-Fordham game when Matin of Pitt twined his arm around the leg of Fordham's Gurski (left). Goldberg of Pitt (upper right) made the touchdown, it didn't count because his teammate was guilty of holding. Game ended 0-0.



Up in the air went Robert Taylor of Columbia after a Pennsylvania player cracked into him. Taylor came down on Penn's 11-yard line. A few plays later, Columbia scored. Its 20-6 victory over Penn brought back some of the prestige it had dropped in losing to Army.



The Purdue line opened momentarily in the first quarter of the Purdue-Northwestern game, and let Northwestern's

Negro halfback, Bernie Jefferson, charge through. A Purdue tackler was knocked feet-high (right) but backer-up (47)

closed in, brought Jefferson down after a 2-yard gain. Northwestern's 14-7 victory kept it at the top of the Big Ten.

1937 Football (continued)

FOOTBALL PLAYERS FACE THEIR PUBLIC . . .



Left End Paul Amen (6 ft., 170 lb.) is 21, a senior, graduate of Lincoln High School. He was the catcher on the 1936 Olympic baseball team.



Left Tackle Fred Shirey (6 ft. 2 in., 200 lb.) is 23, a senior, an out-of-Stater. He comes from Latrobe, Pa., transferred from Washington & Jefferson. His father is a dairyman.



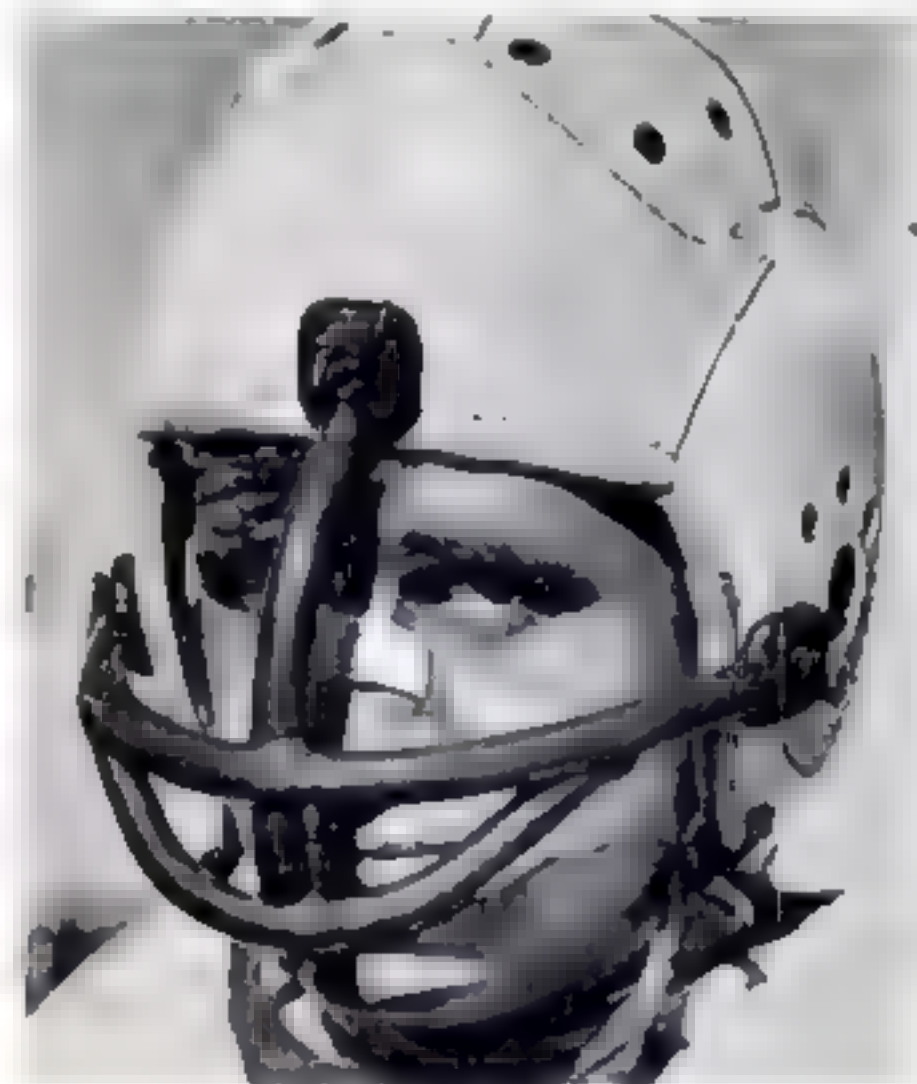
Left Guard Robert Mehring (5 ft. 10 in., 170 lb.) is 24, a senior, graduate of Grand Island High. He is smallest man in the line. He plans to go into Government service.



Centre Charles Brock (6 ft. 2 in., 193 lb.) is 21, comes from Co-



Back William Anderson (6 ft., 184 lb.) is 20, a junior, an out-of-Stater. He comes from Plainville, Kan., where his father is a dentist. He subs at quarter and fullback.



Back John Howell (5 ft. 10 in., 188 lb.) is 21, a senior, graduate of Omaha Central High. He plays quarterback. His father was a coaldealer and State Senator.



On the bench at the Iowa State game: Above, Vernon Neprud, substitute tackle, gnaws nervously on his headguard as Iowa State rushes down the field toward a touchdown. At left, Coach "Buff" Jones stands up to watch his players defend the goal.

Certain universities, year in and year out, manage to produce consistently impressive football teams. Such universities include Alabama, Minnesota, Pittsburgh, Notre Dame and Nebraska. Nebraska was one of the first mid-western teams to gain national prominence and has for five out of the past six years been champion of the Big Six Conference. This year, Nebraska started brilliantly by whipping Minnesota. It went on, less brilliantly, to beat Iowa State 20-7 (see page 18), be held to scoreless tie by Oklahoma. Ahead lay such tough opponents as Indiana and Pittsburgh.

The eleven clean-looking youths (above) are first-string players on the Nebraska squad. They are worth looking at, not because they compose one of the best teams in the country but because they represent the kind of lads who make up the teams of the great State Universities which now dominate U. S. football. Almost all of them are Nebraska boys who were brought up on or near farms. Only

—THESE LINE UP AS NEBRASKA'S TEAM

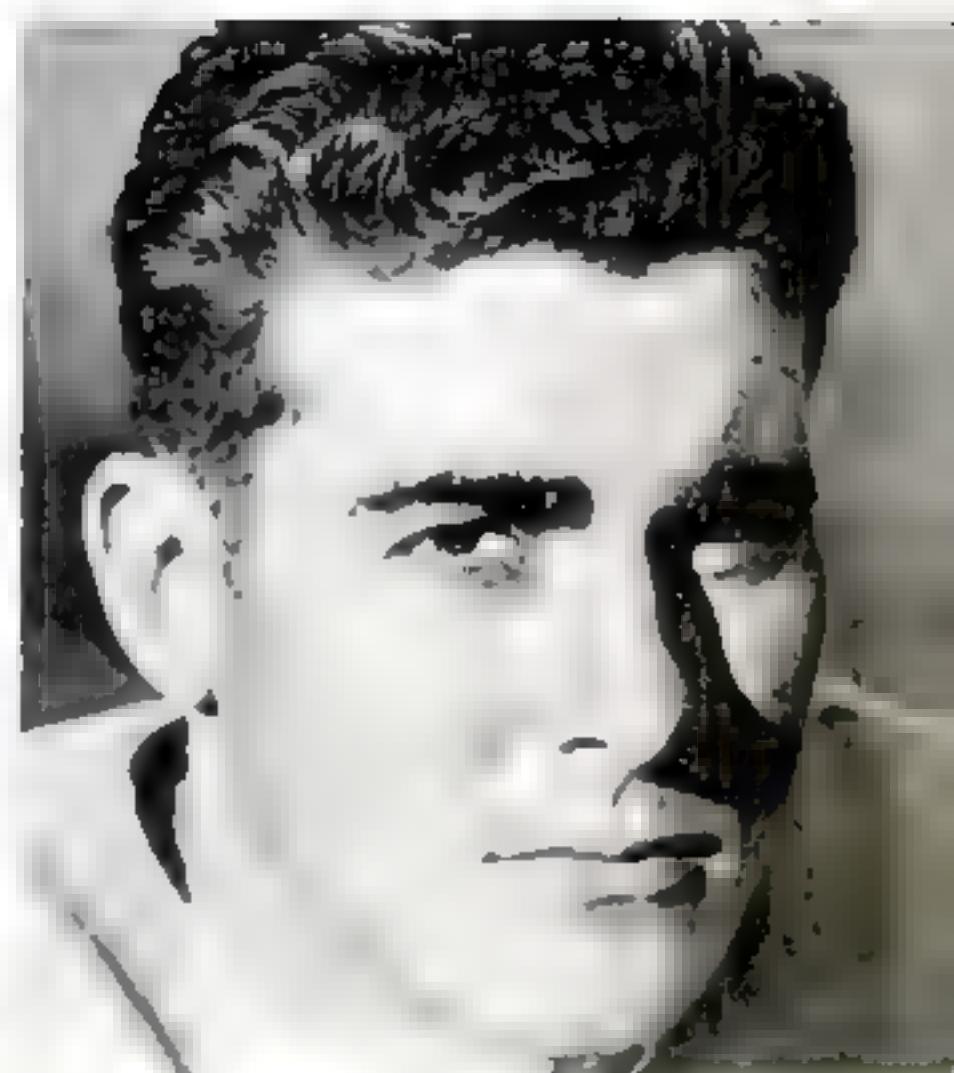
Photographs for LIFE by Alfred Eisenstaedt



Right Guard Lowell English (5 ft. 11 in., 190 lb.) is 29, a senior, graduate of Lincoln High. He wants to be a Marine. His father is treasurer of a mining company.



Right Tackle Ted Doyle (5 ft. 2 in., 215 lb.) is 23, a senior, from Curtis where his father is a livestock farmer. After graduation, Doyle wants to work for a meat packer.



Right End Elmer Dohrmann (6 ft. 5 in., 108 lb.) is 22, a senior, from Staplehurst, a four-letter man. His father sells wood & cement.



Back William Callihan (6 ft. 3 in., 182 lb.) is 21, a junior, hails from Grand Island. He plays fullback (see p. 50). His father was a Union Pacific conductor.



Back Marvin Plock (5 ft. 8½ in., 155 lb.) is 21, a junior, graduate of Lincoln High. He is a substitute halfback. His father is superintendent of an apartment house.

five out of 49 members of the varsity squad are out-of-Staters. Because the University is the only big educational institution in the State, it always attracts the State's best athletes. The average age of the team is 21, average height just over 6 ft., average weight 186½ lb.

The big Nebraska teams go by the appropriate name of "Corn-huskers." Stars this year are Charlie Brock, the centre who works his way through college by clerking part time in a liquor store, and Quarterback Johnny Howell, who writes a society column for the college newspaper. This year, the team has a new coach, Major Lawrence McCeney ("Biff") Jones, famed for the teams he turned out at West Point and at the late Huey Long's Louisiana State. He replaced Dana X. Bible. Some gauge of Nebraska's football prestige is offered in the fact that when the University of Texas wanted a coach, it lured Dana Bible away from Nebraska by giving him a salary of \$15,000, twice what it pays its president.



After the game, back at Nebraska, Right End Elmer Dohrmann (above) lies in a steam bath to sweat out his aches and bruises. Out on the campus, Centre Charlie Brock graciously stops to put his autograph in the notebook of an admiring co-ed (right).



HAYDEN PLANETARIUM SHOWS FOUR WAYS IN WHICH THE WORLD MAY END



CURATOR CLYDE FISHER SURVEYS THE STAR-STUDDED HEAVENS INSIDE HIS HAYDEN PLANETARIUM

Rockwell Kent portrays them

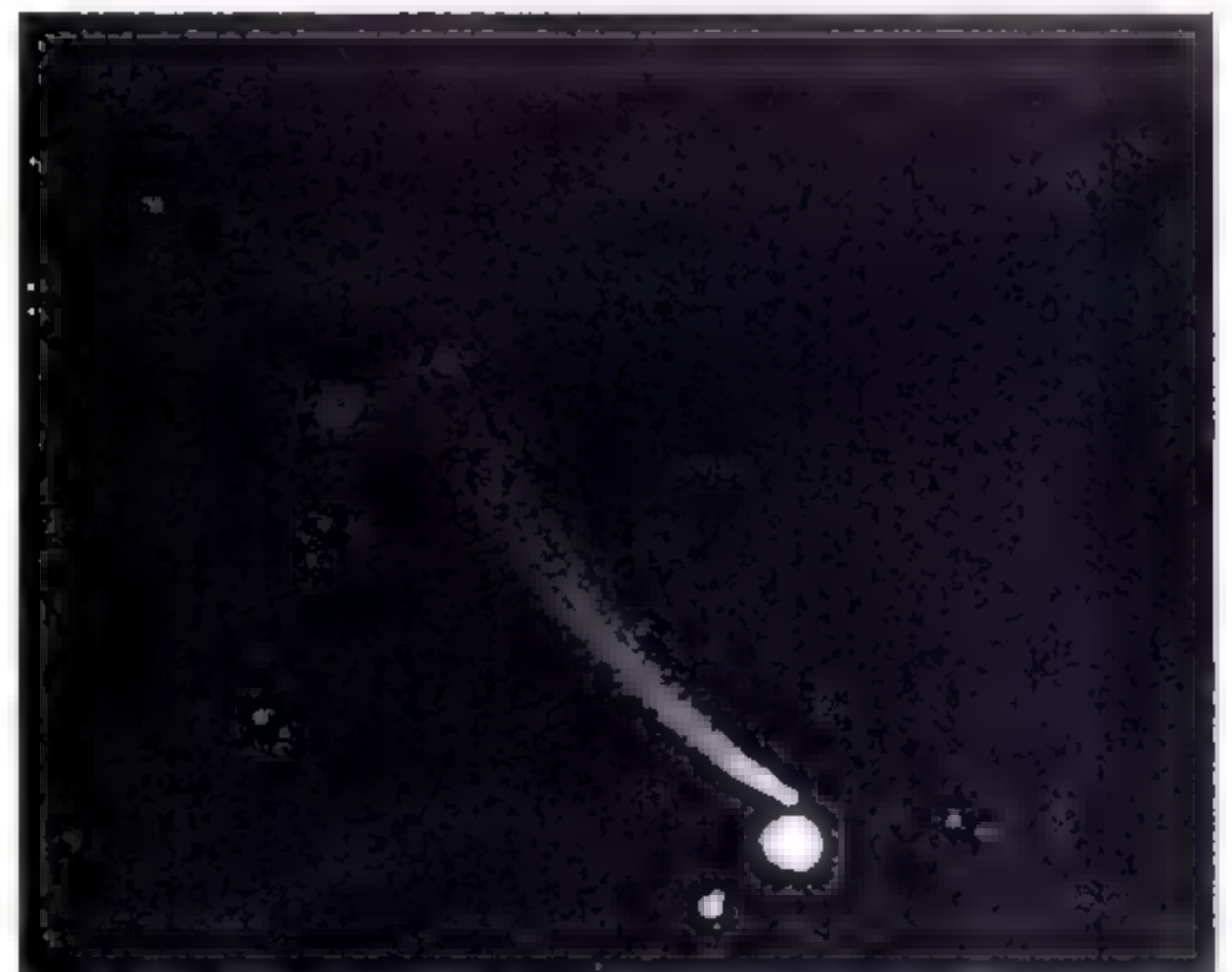
In the sky are innumerable shriveled stars, cold and dead and useless. Once, by a process of radioactive disintegration, they were suns which heated and lighted their small sections of the universe. Every second, relatively minute parts of their substance were transformed into radiant energy which shot out into space. Our sun is such a star and the fiery, gaseous heart of our system. Whatever happens to it affects life on earth. That it is slowly dying is a certainty. Billions of years hence it will give up its last ounce of energy and leave this planet a barren rock. What happens to all this energy darting around space is still as much of an enigma as the creation of human life. Possibly it is reconverted into matter to form new stars. Perhaps it is the source of cosmic rays.

Closer to us is the fact that unexpected factors may any day intervene to disrupt the placid course of the sun. Answers to the question "What will the end of the world be like?" are now being given by the Hayden Planetarium in New York City. There, the curator, Dr. Clyde Fisher, and his associates daily explain to curious crowds four of the ways by which celestial perturbations may bring to us slow or sudden death. Simultaneously, the complex Zeiss projector (below, left) throws upon the dome of the Planetarium pictures of planetary collisions, shows the breakup of the earth or the moon, and the sudden incineration of all life on earth. Fantastic as these theories may be, they have all been formulated by such famed astronomers as Sir James Jeans, Sir George Darwin and Dr. Harlow Shapley.

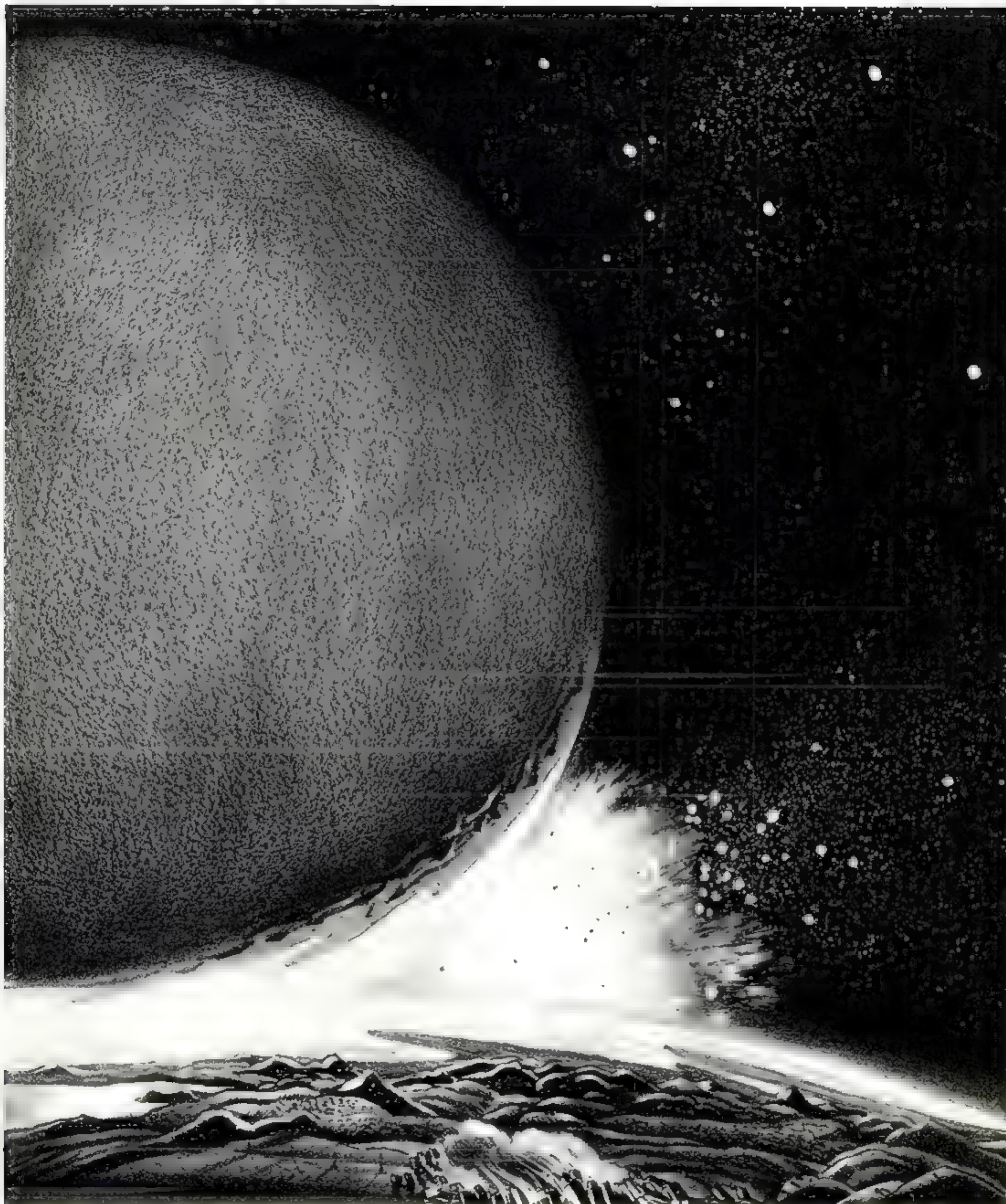
On the following pages, four of these theories have been portrayed by Rockwell Kent especially for LIFE. Because this able artist's dramatized lithographs lack all sense of cosmic proportion, and because they include a large element of personal imagination, they represent what scientists fear from journalism. Yet to the average man who might witness some such catastrophe they suggest reality much more forcefully than a scientist's six-lettered formula. When end of the world does arrive, and incandescent globes the size of the Empire State Building start pelting the earth, human beings will magnify a thousand times every object of the oncoming cataclysm.



Zeiss planetarium is this double-headed apparatus which projects celestial scenes on dome of Hayden Planetarium. Technician Ernest Duke adjusts clock which operates the machine.



A hurtling comet darts through the sky of Hayden Planetarium and nicks Earth, resulting in a tremendous explosion and meteor showers which would end all life where they hit



NO. 1—LUNAR DISINTEGRATION

Above you see Artist Rockwell Kent's idea of what will happen if the moon falls toward the earth. The pull on the near face of the moon will be far greater than that on far side. The difference between

the two forces will shatter the moon before it reaches us. Some fragments may hit the earth. The others will revolve around us, forming a gigantic ring similar to that which circles Saturn.

At the same time, attraction of the moon will open up belching volcanoes on the earth. Buildings and even mountains will be bowled over by tre-

mendous earthquakes. All life will be eradicated.

This theory of Sir George Darwin's is based on the fact that the earth is now slowing down and the moon receding. At a certain point the equilibrium between earth and moon will be so disturbed that the moon will reverse its direction and come closer until it finally breaks up, about 6,000 miles away.



No. 2—SOLAR FADE-OUT

A few decades ago scientists thought the sun was slowly contracting. This compression of its mass supposedly produced the radiations essential to life on earth. Since this process was relatively rapid, we

could not expect to inhabit the earth for more than a few million years.

Then scientists discovered that the vapors in the sun were continuously being transformed into energy with little loss of volume. This theory has considerably lengthened our lease on life. Nevertheless the energy released by the sun is decreasing. In a few

million years everyone will wear fur-lined clothes, as depicted above by Rockwell Kent. Lakes and oceans will freeze up. Immense blankets of ice will creep over continents as they did at the start of the Ice Age. Men and women will live in subterranean habitations, cultivate ever poorer crops, starve to death. Below the dying sun you see the new moon,



NO. 3—SOLAR FLARE-UP

Men and women will tear off their clothes and gasp for air as shown in this Rockwell Kent drawing if the heat output of the sun suddenly becomes hundreds of times greater. This supposition is no empty

dream. From time to time peaceful astronomers gazing through their telescopes at stars millions of light years distant become highly excited. That is when they see some star suddenly brighten into a flaring Nova. These Novae are caused by the speeding of the life rate of stars. Mass is converted into energy in these stars with the violence of exploding

dynamite. Such an explosion on the part of the sun will come unexpectedly and last a few hours or maybe a few days. This flare-up will scorch all vegetation, sear the earth's surface, make the oceans boil. Then the sun will either die off and become a cold star, or return to its previous peaceful form of life. By that time there will be no life left on earth.

CONTINUED ON NEXT PAGE



NO. 4—DEGRAVITATION

A few billion years ago some star may have bumped into the sun or have come very close to it. Possibly the result of this event was the formation of the earth and other solar planets. Nowadays the earth

follows a very regular path through space. At any moment, however, some cold celestial body may shoot earthward out of another corner of space. If this body has greater gravity pull than the earth it will start tugging at us and, during a split second, the scene dramatically portrayed (above) by Rockwell Kent will occur. Due to tidal influence, human

beings will be snatched from the earth as by a tornado and will shoot faster and faster out into space toward the intruding body. A second or two later heavier objects will follow them, trees and buildings will be torn from the surface of the earth. Finally the pull will become so great that at least part of the earth will break away into millions of pieces.

“The All-American Pause”



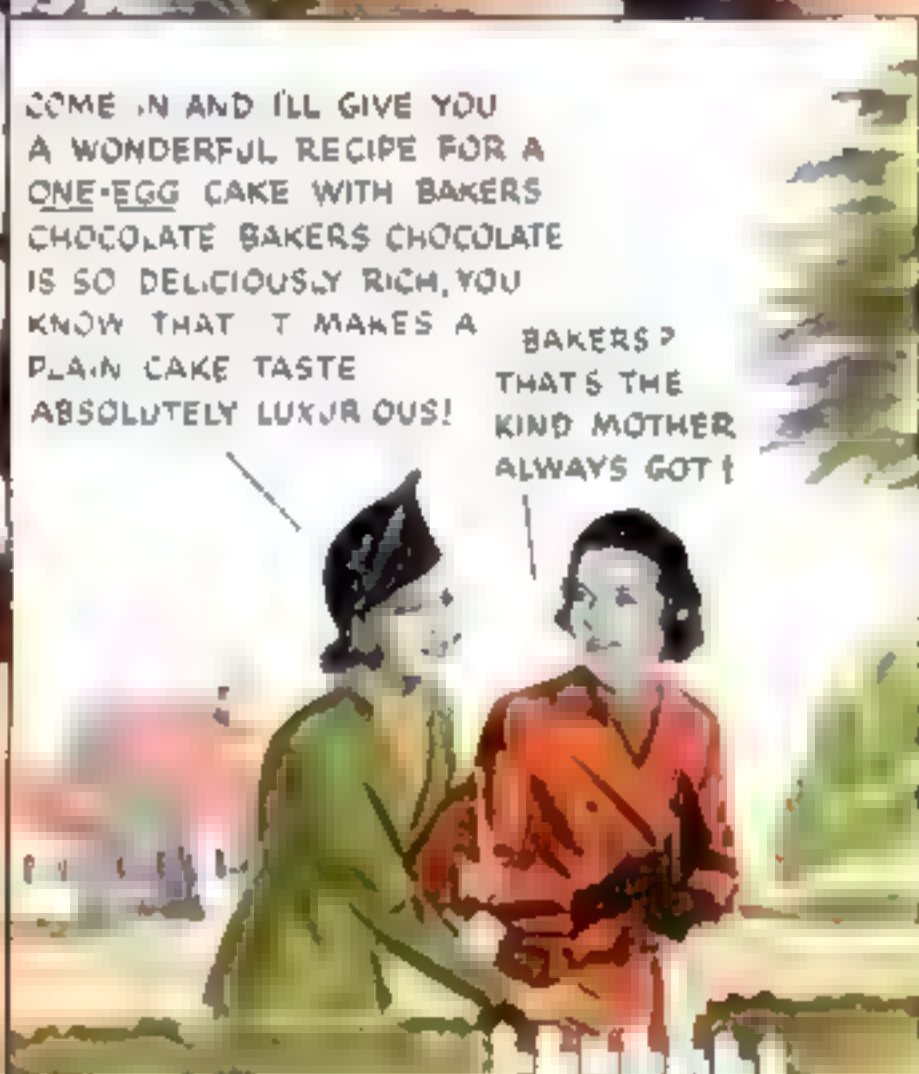
A note on the football season:

“All-American choice for
time-out is *the pause that*
refreshes with Coca-Cola.”

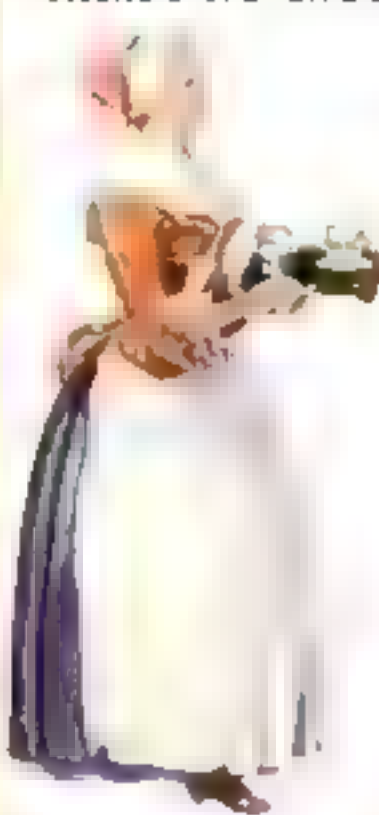
AT BRIGHT AND CHEERFUL FOUNTAINS

Imagine! One egg

... it's the
BAKER'S CHOCOLATE
that makes it taste
so rich and expensive



WHY GENERATIONS OF GOOD COOKS
HAVE ALWAYS SAID:
"THERE'S NO CHOCOLATE LIKE BAKER'S!"



REG. U.S. PAT. OFF.

Since 1780 the "Baker's Chocolate Girl" entire package has always guaranteed you America's finest chocolate. It is far richer than ordinary chocolate.

This extra richness is what makes Baker's Chocolate frostings gorgeously glossy and Baker's Chocolate cakes so luscious in flavor and color. Indeed, all your chocolate foods taste much grander when you make them with Baker's Chocolate! (A product of General Foods.)

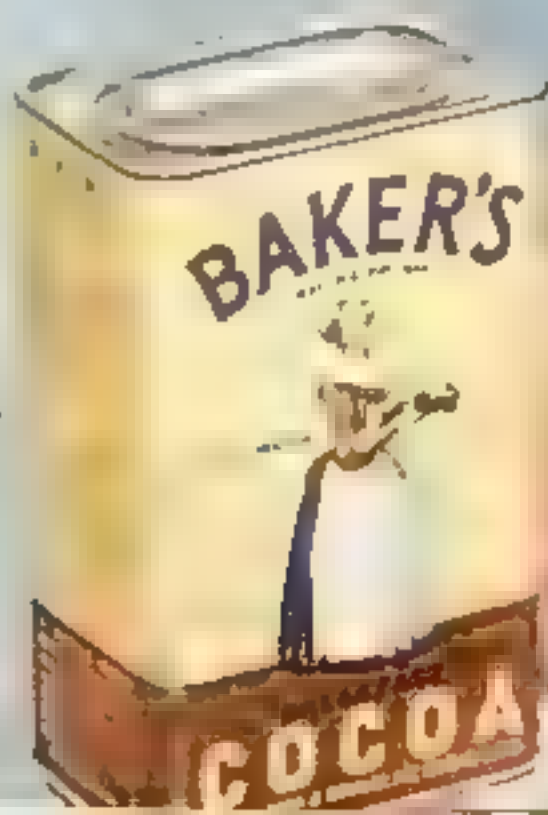


EXTRA! AMERICA'S FINEST COCOA
COSTS SO LITTLE NOW!

ENJOY THE LUXURY OF ITS RICHER
FLAVOR IN EVERY RECIPE THAT
CALLS FOR COCOA

No other cocoa has such rich color... such full-flavored, satisfying taste! For Baker's is richer—it surpasses the U. S. Government standard for first-grade "breakfast" cocoa. Yet today Baker's is priced so moderately that all can enjoy it! Ask your grocer for the cocoa with the famous "Baker Chocolate Girl" on the label.

Baker's Cocoa is more than a beverage—it is a rich, energy-giving food. It is pure... good for the children... good in everything you make with it!



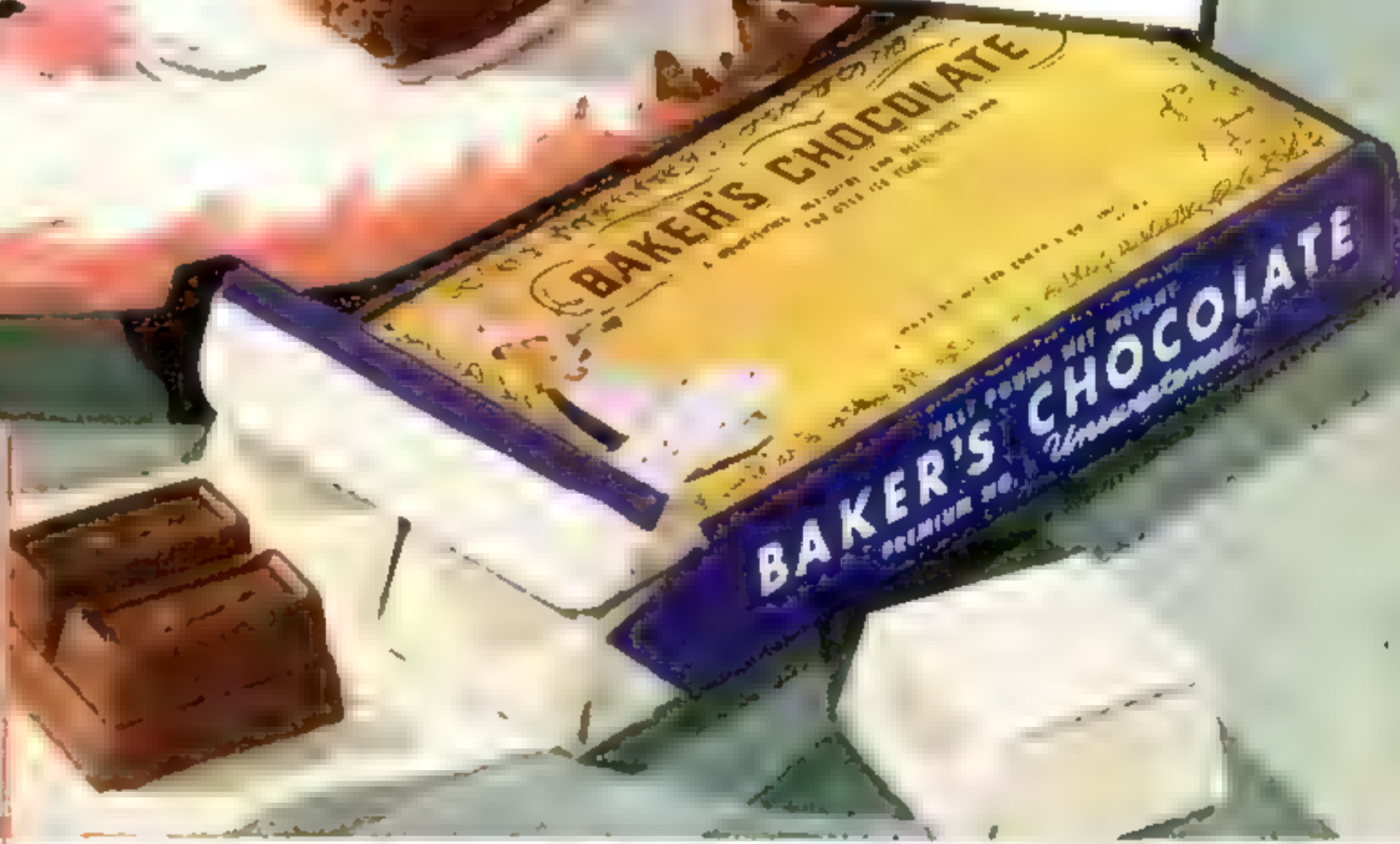
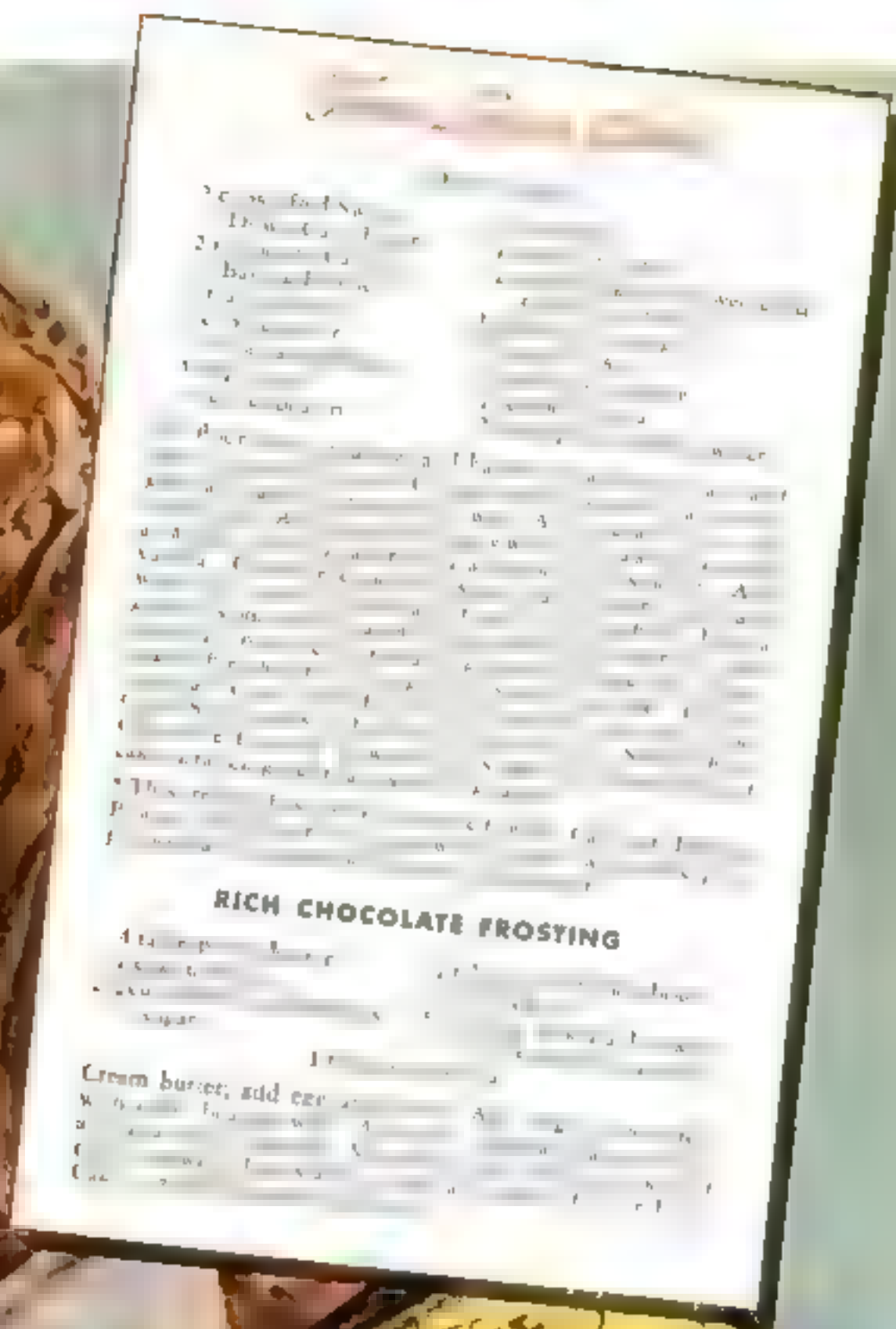
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at your
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Enjoy the extra richness of
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THE QUALITY
FAMOUS
SINCE 1780

made this gorgeous cake!



Butterscotch Surprise Cakes

(What a good combination butterscotch and chocolate are!)

- | | |
|--|---|
| 1½ cups sifted Swans Down Cake Flour | 2 eggs, well beaten |
| 1 2-cup spoon Ca. Baker's Baking Powder* | 2 squares Baker's Unsweetened Chocolate, melted |
| ½ teaspoon salt | ¾ cup milk |
| ½ cup butter or other shortening | 1 teaspoon vanilla |
| 1 cup sugar | |

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs and beat well; then add chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Turn into greased cup-cake pans, filling them ¾ full. Bake in moderate oven (350° F.) 20 minutes, or until done. When cakes are cool, remove round-shaped piece from center of each cup cake. Fill hollow with Butterscotch Cream Filling. Cut removed piece in half and press halves into top of filled cake, bringing straight edges together at base to form butterfly wings. Or fill hollow with Butterscotch Cream Filling, replace top, and dust lightly with powdered sugar. Makes 20 cakes.

* This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturer.

BUTTERSCOTCH CREAM FILLING

- | | |
|----------------------------------|----------------------|
| ½ cup Swans Down Cake Flour | 1½ cups water |
| ½ cup brown sugar, firmly packed | 4 tablespoons butter |
| ¼ teaspoon salt | 2 teaspoons vanilla |
| | ½ cup cream, whipped |

* Combine flour, sugar, and salt in top of double boiler; add water. Place over boiling water and cook 10 minutes, or until thickened, stirring constantly. Remove from boiling water, add butter. Cook 2 minutes, add vanilla and cream. Makes enough filling for 20 cup cakes. (All measurements are level.)

BETTER BUY BAKER'S!

The recipes on this page are for simple, inexpensive cakes—yet what luxurious “company” desserts they become with the richness of Baker's Chocolate! Only Baker's can make a one-egg cake taste so luscious, and only Baker's can give such smooth, satiny frosting. Look for the famous “Baker Chocolate Girl” on every package of chocolate you buy.



Free!

BAKER'S "SAMPLER" BOOK OF FAMOUS CHOCOLATE RECIPES

Fourteen “sample” recipes selected from Baker's magnificent new book of “Famous Chocolate Recipes.” Gorgeous layer cakes, brownies and small cakes, puddings, pies, sauces, candies and iced chocolate drinks. Illustrated in full color. Send this coupon for your copy—now! Mail to:

GENERAL FOODS, BATTLE CREEK, MICHIGAN

L.M. 1-1-37

Your Name _____

Street _____

City _____

State _____

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.)
Offer expires June 1, 1938

CHOCOLATE AND COCOA

"YOU START

The HYVIS "You Start or We Pay" guarantee speaks for itself. HYVIS Mileage-Metered Motor Oil is the **ONLY** oil that guarantees your motor will start at all temperatures, at all mileages. HYVIS backs this guarantee with actual cash . . . To make certain your car gets the advantage of correct oil *always*, use HYVIS Mileage-Metered Oils and Lubricants.

**ASK YOUR DEALER HOW THE
"HYVIS MILEAGE-METERED SYSTEM"
MAKES THIS GUARANTEE POSSIBLE**

for 3-figure mileage	[up to 999]	use HYVIS 3
for 4-figure mileage	[from 1000 to 9999]	use HYVIS 4
for 5-figure mileage	[from 10000 to 29999]	use HYVIS 5
over 30,000 miles	[from 30000 to reborning]	use HYVIS 6
(After reborning always count mileage as if car were new at that time.)		



HYVIS Mileage-Metered Motor Oils are 100% pure Pennsylvania . . . specially refined to match oil to motor wear. Identified by the Pennsylvania Grade Crude Oil Association Emblem, Permit No. 4

HYVIS

WE PAY

The Broadest Guarantee
offered the Motoring Public

DIT!

STARTING GUARANTEE
Fill in this card completely at time of purchase.

HYVIS EASY-STARTING
The use of Hyvis Mileage-Metered Winter Chart eliminates ALL engine starting troubles due to claim beyond question.

THE HYVIS GUARANTEE BACKED BY
This certifies that we have drained the crank case of the car with the proper quantity and grade of Hyvis Mileage-Metered Winter oil. If this car fails to start and the difficulty is attributed to the oil, we will pay the service man a charge up to \$2.50. Here are the only provisions:
1. Your word that you followed the Hyvis Mileage-Metered System.
2. The service man's word that the oil prevented starting.
If you ever feel you have a claim, fill in the other side and no questions asked.

PAY THE CHARGES
This guarantee supports that in accordance with the Hyvis Oil Co., Inc.

Car Owner _____ City _____ State _____
Street _____ Speedometer _____
Address _____ Reading _____
Car _____ Hyvis No. _____ Date _____
License No. _____ Hyvis Key Dealer Name _____
Quarts of Hyvis _____
Signed _____
(This guarantee is void after April 15, 1937. A new guarantee should be issued whenever crank case is drained and refilled.)

B 1620

TRADE MARKS REG. U. S. PAT. OFF.
Copyright 1937 HYVIS OILS, INC.

**EAGE-METERED
WINTER MOTOR OILS**

SHOWING ITSELF IN SPAIN ITALY OFFERS TO WITHDRAW

One of the most explosive mysteries in Europe for a year has been just how many Italians are fighting in Spain. Mussolini's first admission that any Italians at all were in Spain came June 17, after the rout of his troops at Guadalajara. His own newspaper then said "Jackals in human form went after the pure blood of Italian youth as if it were whisky."

More precise information came with lists of Italian dead, released because of exaggerated Spanish lists of Italian dead. Foreign observers had estimated Italians in Spain at 80,000. The Spanish Government had fixed them at 110,000. Oct. 18 the Italian Foreign Office fixed the figure at 40,000.

The pictures on this and the following page are the first to place high Italian Army officers definitely in Spain. They were taken in Santander in northern Spain. Building (at top right) is Italian staff headquarters near Santander. C.T.V. stands for Commando Truppe Volontarie—Voluntary Troop Command. Beneath it are insignia of four Italian divisions: Black Arrow, Black Flame, First Littorio, and 23rd of March ("birth of Fascism" in 1919), the latter two hidden by the head of Major Aldo Festari, commander of C.T.V. artillery.

Lately Britain and France have pressed for withdrawal of these men. On Oct. 16, Mussolini, refusing to deal directly with Britain and France, announced that he was willing to withdraw them from Spain with Loyalist foreign withdrawals.

Through the Non-Intervention Committee, Loyalist foreigners in Spain are both fewer and better fighters. Britain and France suggested proportionate withdrawal. Mussolini countered by dropping the whole subject of withdrawal until Britain and France would agree to recognize the belligerency of the Rebels, thus making the war a civil one instead of an "insurrection." The deal was about to peter out in this old deadlock when Italy astonishingly agreed to a "token withdrawal" of some troops and a fact-finding commission to count foreigners on both sides in Spain. The commission would probably be kept busy counting until the war is snowed in for the winter.



Italian staff headquarters in Spain (above) of the Italian Legionaries. Commando Truppe Volontarie. The officer is C.T.V. Artillery Commander, Major Aldo Festari, member of the Italian General Staff.

Italian generals now total 12 in Spain. Terruzzi (beard), rumored killed, recon. Mussolini, and Frusini (right), Black Flame chief, Ethiopia veteran, Chief of Staff B.



IN SANTANDER SQUARE, AUG. 26, ITALIANS FOLLOW BLACK FLAME DIVISION FIFES (LEFT FOREGROUND) AND FIRST LITTORIO DIVISION STANDARD (RIGHT).



OR WE PAY™

The Broadest Guarantee
ever offered the Motoring Public

READ IT!

Fill in this side of card completely at time of purchase.

HYVIS EASY-STARTING GUARANTEE

SEASON 1937 - 1938

The use of Hyvis Mileage Metered Winter Motor Oil in accordance with the Hyvis Chart eliminates ALL engine starting troubles due to oil. This guarantee supports that claim beyond question.

IF THE SERVICE MAN SAYS THE OIL IS AT FAULT WE PAY THE CHARGES.

This certifies that we have drained the crank case of the car listed below and filled it with the proper quantity and grade of Hyvis Mileage Metered Winter Motor Oil. If this car fails to start and the difficulty is attributed to the oil, Hyvis Oil Inc. will pay the service man's charge up to \$2.00. Here are the only provisions:

1. Your word that you followed the Hyvis Mileage Metered System.
2. The service man's word that the oil prevented starting.

If you ever feel you have a claim, fill in the other side and no questions asked.

Car Owner _____ City _____ State _____
Street Address _____ Speedometer Reading _____ Date _____
Car _____ Hyvis No. _____
License No. _____ Hyvis Key Dealer Name _____
Quarts of Hyvis _____
Signed _____
B 1620

(This guarantee is void after April 15, 1938. A new guarantee should be issued whenever crank case is drained and refilled.)

TRADE MARKS REG. U. S. PAT. OFF.
Copyright 1937 HYVIS OILS, INC.

MILEAGE-METERED WINTER MOTOR OILS

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Italian generals now total 12 in Spain. Below are Terruzzi (beard), rumored killed, recalled Oct. 15 by Mussolini, and Frusci (right), Black Flame Division chief, Ethiopia veteran; Chief of Staff Bodino (centre)



IN SANTANDER SQUARE, AUG. 26, ITALIANS FOLLOW BLACK FLAME DIVISION FIFES (LEFT FOREGROUND) AND FIRST LITTORIO DIVISION STANDARD (RIGHT).



CONTINUED ON PAGE 65

MEET HUDSON

**FOR
1938**

New HUDSON Terraplane

117-INCH WHEELBASE . . . 96 AND 101 HORSEPOWER

3

BRILLIANT NEW CARS

**BIGGER • ROOMIER • WITH NEW
LUXURY • NEW DRIVING EASE**

New HUDSON Six

122-INCH W. B. . . . 101 AND 107 H. P. WITH SIX STAR MOTOR

New HUDSON Eight

122 AND 129-INCH WHEELBASE . . . 122 HORSEPOWER

BUILT TO EXCEL IN STYLE . . . PERFORMANCE . . . LONG LIFE

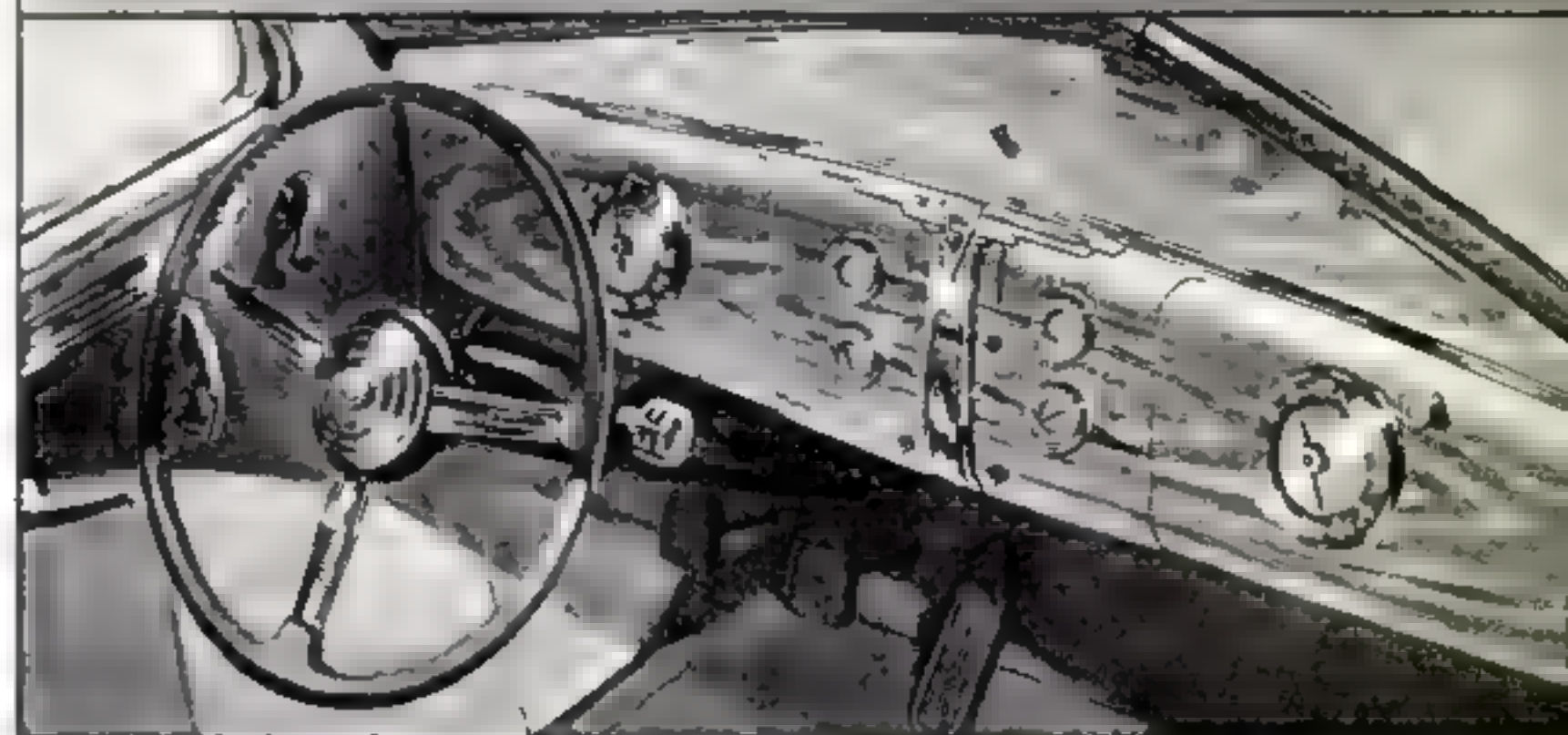
Here are three greater new Hudsons . . . Hudson Terraplane, Hudson Six and Hudson Eight . . . magnificently styled for 1938. They ride and drive with the smooth brilliance found only in recognized performance champions, yet cost little to own. They stand up amazingly well as shown by official figures on resale value, which any Hudson dealer can show you. They cost little to run . . . and come to you for 1938 at prices starting down close to the lowest. They are cars that *cost* you less for what you *get* than any others in the world. *Meet Hudson . . . then drive a Hudson.* Discover America's No. 1 value cars.

**NEW LUXURY INTERIORS and A STYLE IDEA NEVER
SEEN BEFORE! 1938's GREATEST DRIVING FEATURE**

. . . SELECTIVE AUTOMATIC SHIFT TRANSMISSION

NOW . . . IN ITS FOURTH YEAR . . . GREATER THAN EVER

(Optional at low extra cost—conventional gear shift available at no cost if desired)



A hint of the ultra modern style that awaits you in these new cars. The art of leading designers has been at work on every detail of every model . . . seat widths, leg and head room, fabrics, finish, fittings . . . combining beauty with thoughtful attention to your comfort and convenience.

Shift by merely flicking a finger up at the wheel and lifting your toe from the accelerator. You never need to use the clutch pedal. Yet shift to any gear you want, at any car or engine speed. Enjoy a clear floor in front . . . no gear or brake levers to stumble over. Real 3-passenger foot room!

**PRICES START DOWN
CLOSE TO THE LOWEST**

with new low-cost Hudson-C. I. T. Time
Payment Plan, terms to suit your income

MOMENT OF MOMENTS

The lovely bride, on the arm of her father, approaches the altar.

N.Y. Times Studio

LISTEN, DAUGHTER, YOU'LL HOLD YOUR HUSBAND FIRMER IF HIS CEREAL ABOUNDS IN FLAVOR

BUT HE'LL BE A BETTER HUSBAND, DAD, IF HIS CEREAL ABOUNDS IN FOOD VALUE



HEY, MIDDLE-AISLERS, WHY NOT GET TOGETHER ON THE CEREAL THAT HAS BOTH?



Whoa, bride! Desist, dad! Yon nervous groom can eat flavor and have food value, too. Just pick out, settle on and serve often the cereal that has both. Which one is that? Back, modesty; let the truth prevail. That cereal is Wheatena—hot brown Wheatena.

One spoonful—and you know the rare, delightful flavor of roasted and toasted wheat; one bowlful—and you feel the energy and staying power that are stored therein. Children's food? Sure! But Wheatena has plenty for grown-ups, too, who need a pleasant morning dish of nourishment, strength and energy. More power to you, Mr. Groom; you'll be the best man if you eat Wheatena.

Wheatena

The hot brown wheat cereal

FREE SAMPLE... If you doubt any of the above, let us send you a free sample of Wheatena. Cook it as we suggest, taste that unique roasted and toasted wheat flavor, eat the delicious bowlful. Did we over-claim? Fill in and mail this coupon, and your free sample will be promptly sent.

The Wheatena Corporation
Dept. L-4, Rahway, New Jersey

You may send me a free sample of Wheatena.

Name _____ Address _____

© The Wheatena Corporation, Rahway, N. J.



Italians in Spain (continued)



A close-up of the standard of the First Littorio Division (see p. 64) in Santander Square. Commander is General Annibale Bergonsoli, blamed for Guadalupe defeat.

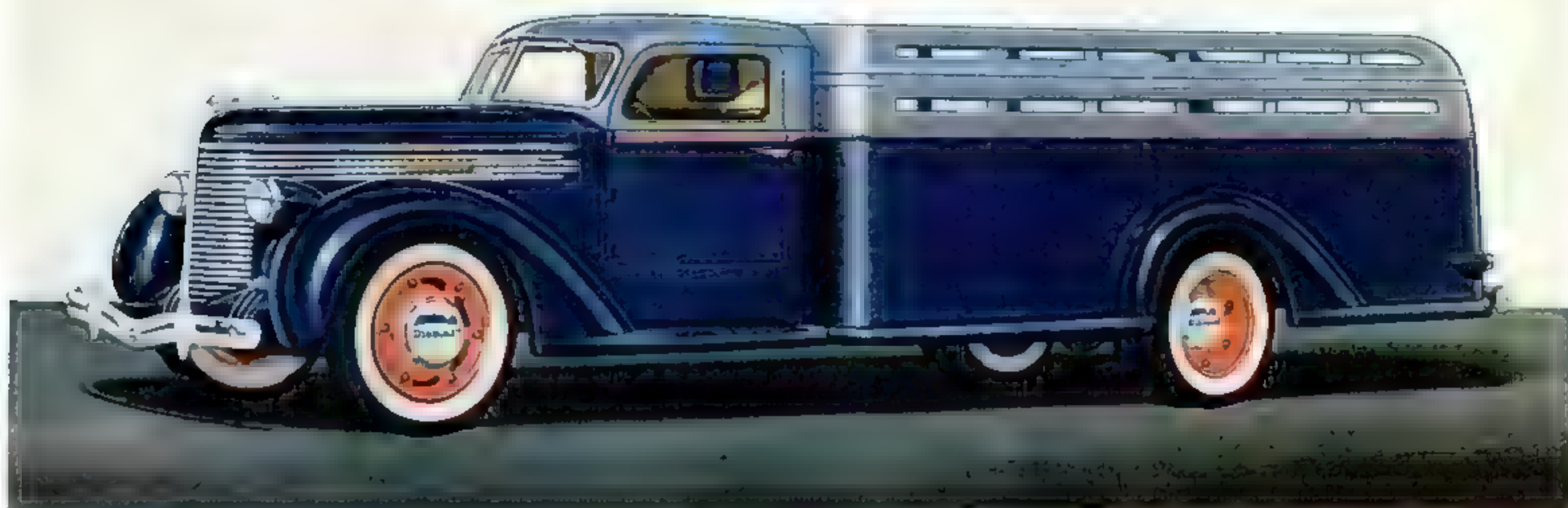


Spanish Communists in Santander unclench their fists for the Italian conquerors, give the Fascist salute. The crude scrawl on the wall says "Fascism is bitterness."



Catholic Basques of Santander, always uncomfortable on the irreligious Loyalist side, dance before Italian fires. Notice girl pulling on monk's rope belt (centre).

D I A M O N D T



STILL GREATER TRUCKS of even Greater Beauty

EVERY truck man knows that most trucks for years have patterned closely after Diamond T in appearance. This has been so obvious that a far more important fact has often been overlooked—Diamond T *engineering* leadership.

Diamond T engineering has just as surely led the entire industry, and leads today. Not merely at one or two points, but in nearly every important feature of chassis design, Diamond T has consistently introduced the vital advancements in truck construction.

The new Diamond T, precisely pictured above, sets a fresh, crisp, style note. But take time to study the Diamond T *chassis* with your Diamond T dealer. Let him show you how Diamond T engineering has practically *eliminated* engine crankshaft

wear; has *minimized* engine bearing maintenance; has *stopped* destructive drive shaft whip; has *banished* spring shackle noise, wear and need for greasing; has endowed a heavy-duty truck with passenger-car ease of steering, handling and riding; and has achieved a new low in operating and maintenance costs.

All these features and many more brilliant advancements, pioneered by Diamond T, are built into these great new 1938 models, and in no other trucks can you duplicate or approximate them.

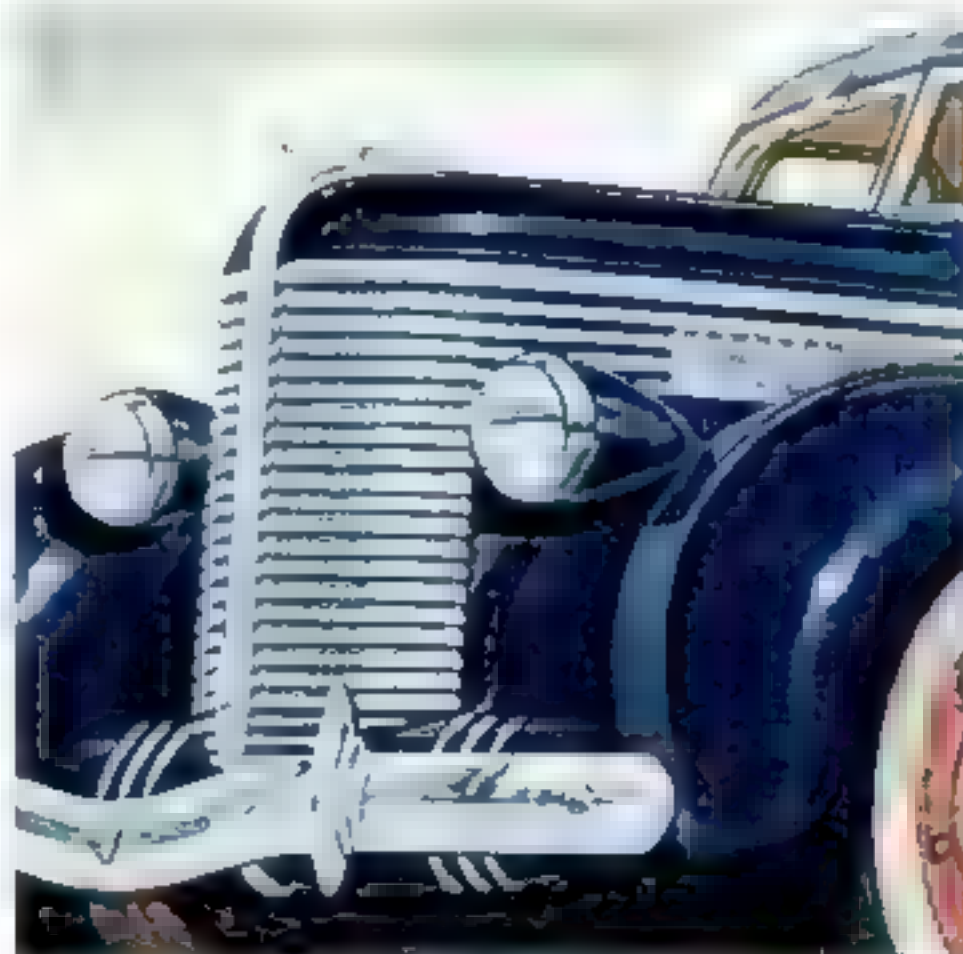
That is why we simply say—these are *Still Greater Trucks*, and urge you sincerely to examine them for yourself.

DIAMOND T MOTOR CAR CO.

Established 1905

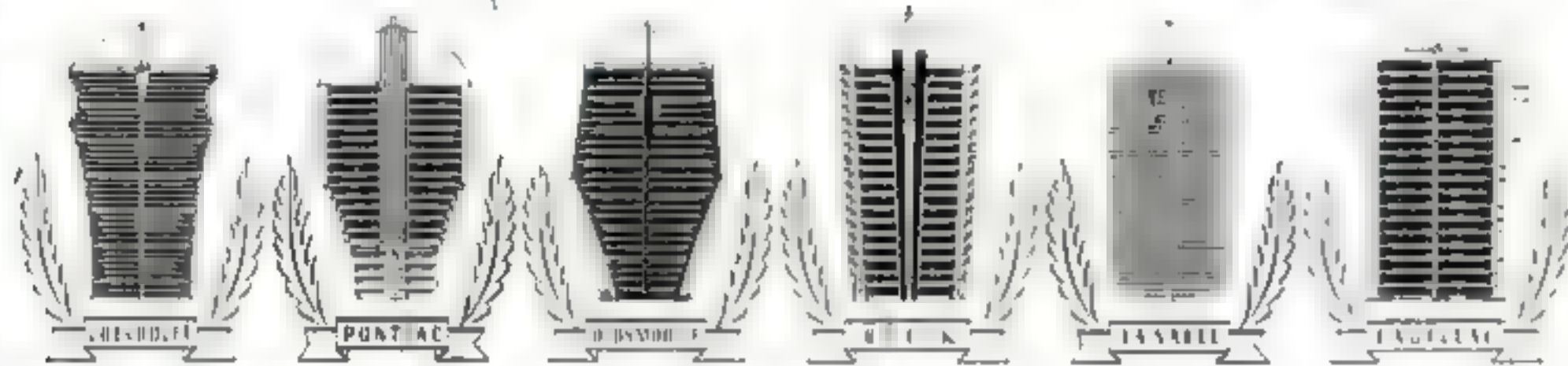
Factory and General Offices, Chicago, Illinois

The Diamond T line is built in a complete range from 3/4-ton up, and includes six-wheelers, new Cab-Over-Engine and High-Speed Diesel Models.



Diamond T Trucks are sold and serviced by progressive dealers throughout the United States and in more than sixty other important countries.

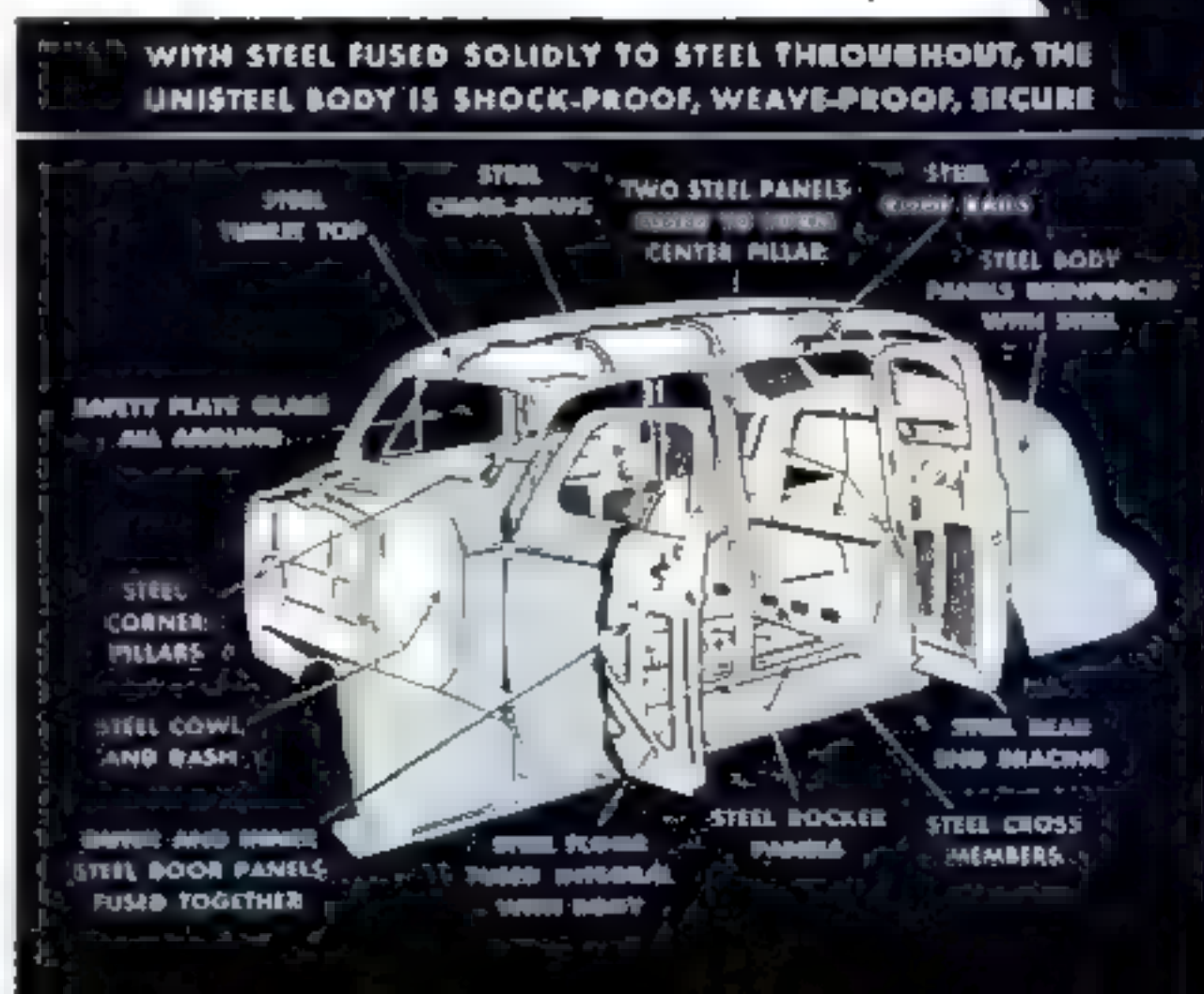
"STEELING THE SHOW!"



The Unisteel Turret Top Body by Fisher is available on only six makes of cars, all products of General Motors. So they alone can offer you the smartness, the luxurious comfort, the complete safety of this glorified steel body.



It happens at this year's automobile shows, just as it has happened before • Knowing eyes, admiring eyes see in the Unisteel Turret Top Body by Fisher a glorified steel body that sets the style trend—still a step ahead of tomorrow • They find here comfort “wrapped in a beautiful package,” combined with safety fortified in steel—steel fused to steel—one sturdy, solid unit • The masterwork of fine craftsmen, this impressive structure, insulated against cold and heat and noise, offers larger doors, wider seats, roomier interiors—and the four-seasons' advantages of Fisher No Draft Ventilation • The notable beauty of the Unisteel Turret Top Body by Fisher is reflected in all six makes of General Motors cars—the only cars that carry the proud, world-famous seal: “Body by Fisher.”





Body by Fisher

ON GENERAL MOTORS CARS ONLY—
CHEVROLET • PONTIAC • OLDSMOBILE
BUCK • LA SALLE • CADILLAC

Sleeps 4 Years . . . Wakes Up Rich!



*Drowsing 4 winters and summers in oaken casks
... BRIGGS waxes wealthy in mellow pipe charm*

A FOUR-YEAR NAP, with wealth at the end! That would be news, if it happened to a man. It's twice the news, when it happens to a tobacco!

That's just what *does* happen to Briggs. For 4 long years it rests in oaken casks, accumulating a fortune for your pipe. Growing rich from a longer siesta of seasoning than is given to many blends selling at \$5 a pound.

But, then, Briggs is fortunate to start with. Blended from only the choicest pipe tobaccos that Nature grows. And of those tobaccos, only the mildest and most flavorful leaves.

At 15¢ the tin, richly aged Briggs costs a few cents more than ordinary tobaccos. But those extra pennies . . . are *miracle* pennies in the extra quality and enjoyment they put in your pipe!



Copyright, 1937 by P. Lorillard Co., Inc.

BRIGGS
THE BITELESS BLEND

When a feller needs a friend . . . page Briggs

BRIGGS . . . CASK-MELLOWED **4** FULL YEARS

SPORT

OHIO STATE FOOTBALLERS
GO 5,000 MILES FOR GAME

Early in October, 37 Ohio State University students, accompanied by coaches and trainers, left Columbus, Ohio, for Los Angeles to play an intersectional football game against University of Southern California. On Oct. 8, the team lost to U.S.C. by one point, 13-12. Next day, it started back 2,500 miles to Columbus. All told, it spent eight days and \$11,000 for two hours of football.

The pictures published here are a diary of the Ohio State trip. They serve as well for any intersectional jaunt. The intersectional game, most spectacular manifestation of modern football, is generally played for publicity. Such games satisfy some intersectional curiosity but in natural collegiate rivalry they make roughly as much sense as would a war between such disparate countries as Poland and Paraguay. Longest football trips this season will be made by Stanford and St. Mary's who cross the U. S. to meet Columbia and Fordham. Later, Stanford will sail to Honolulu to play the University of Hawaii.



1 At 8.40 a.m. Oct. 6, Quarterback William Phillips kissed his wife good-bye, started to California with his team.



2 On the train, Coach Francis Schmidt (in hat) gathered his players together in little groups to go over tactics.



3 Reading matter wasn't heavy for Right End Whitehead and End Sarkinen. Few players studied their lessons.



4 Left Halfback Mike Kabealo watches a dining-car steward pour some of the 50 gallons of Ohio water that was carefully carried to California to keep the team healthy.



5 Like all tourists, the team stopped off at the Grand Canyon to gasp at the scenery, take pictures, buy souvenirs. Favorite souvenirs were feathered Indian headdresses.



6 Team arrived in Los Angeles, Friday, spent the afternoon practicing, giving autographs to high-school girls.

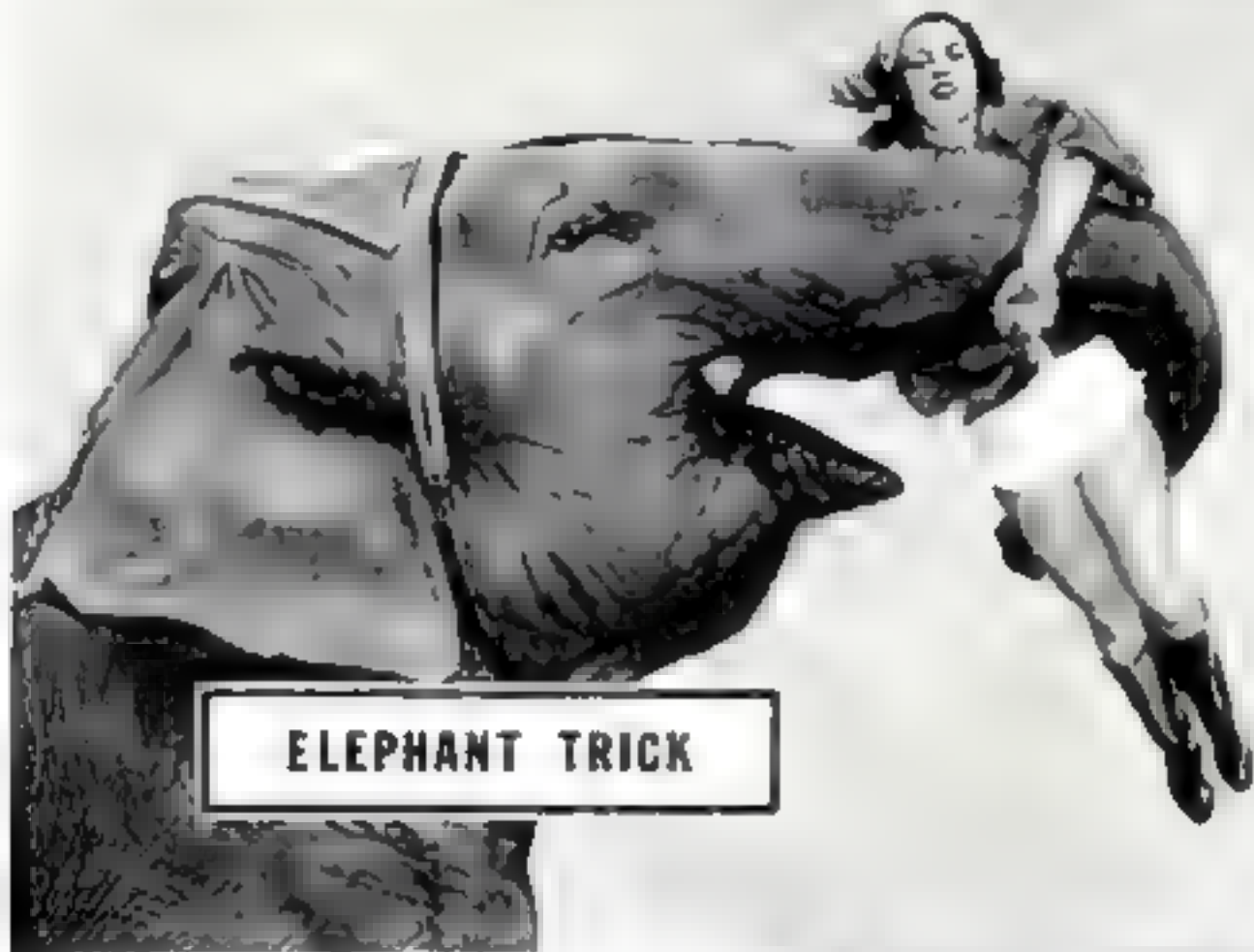


7 Ohio State lost the game when U.S.C.'s goal kick, after its second touchdown, went squarely over goal posts.



8 After the game, there was a dance at Biltmore Bowl. Kabealo's girl was a Miss Texas he met in a store.

A NEW WAY TO REACH MILLIONS



ELEPHANT TRICK

Two Millions Buy ... More Millions Read ... LOOK, America's New Picture Magazine

• It hasn't taken long for the eager minds of millions of Americans to decide they want to read every issue of LOOK. Ten months ago the first issue appeared—today the circulation is two million!

There is sound reason to account for this remarkable showing. LOOK is a magazine of a new type—one that breaks away from the conventional—explores new fields of human interest—delves in to little known facts—analyzes personalities whose names make news—builds understanding of scientific achievement—and in a manner that makes understanding simple—pictures, headlines, brief captions!

LOOK is on its way to leadership. Already it offers to American advertisers an audience of 2,000,000 buyers and (according to two independent surveys) from 5,000,000 to 10,000,000 readers, every issue.

The intensity of reader interest in this new magazine evidenced by its circulation gains, points to the inescapable conclusion that as more millions buy and read their first copy of LOOK, they, too, will join those other millions to whom LOOK is now an every-issue necessity.

Orders already placed for 1938 advertising schedules by leading American advertisers and agencies indicate a 1938 advertising swing to LOOK every bit as spectacular as the 1937 circulation climb—now up to 2,000,000 and still growing!

Look

THE IRRESISTIBLE PICTURE MAGAZINE

Look, Incorporated, Des Moines, Iowa
ADVERTISING OFFICES

NEW YORK CHICAGO DETROIT ATLANTA
51 Fifth Av. 121 N. Mich. Av. Gen. Mot. Bldg. Great Bldg.



Ohio State Football trip (continued)



9 Team started home Sunday after a trip through M-G-M's studios. On the train, a pretty girl made Tackle Chrisinger break training by feeding him bonbons.



10 High point of the trip east was Co-Captain McDonald's imitation of an ape. Players dug into books under prodding of a professor sent along to help them.



11 Though they returned defeated, the players were met by a cheering throng of 3,500 students when they pulled into Columbus at 8:30 Wednesday night.



*It tastes so good
It's good for you*

Ain't it the Truth!

That *Natural Flavor* in Hires
comes from delicious *Root Juices*

ONCE you taste the appe-
tizing flavor of the real
Root Juices in Hires, you'll
never be content with imitation
root beers made of imitation
flavors. Only *genuine* Hires
will satisfy you. Learn the

difference now by ordering a
few bottles of Hires from your
grocer or at any restaurant
or refreshment stand. You'll
enjoy its natural, wholesome
flavor and know why it's a
favored beverage.

The Charles E. Hires Company, Philadelphia.

5¢
2 GLASS SIZE
10¢
FAMILY SIZE

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER





NO! NO!

A thousand times, NO!

I refuse to smell like a water-front barber shop! I'm done and finished forever with crudely and femininely perfumed shaving soaps, lotions and talcs. Henceforth, I go *Fougère Royale*—fresh, woodsy, 100% civilized and *All Man*.

Fougère Royale After-Shaving Lotion. (Illustrated above.) The dessert of your shave. You look forward to it. You anticipate its tonic uplift. Slightly astringent. Soothing to scuffs and nicks. 85c.

Fougère Royale Shaving Bowl. The bowl that cheers. Glorious lather, satisfying Royal Fern scent—and it almost never "wears out." Months of luxurious shaves for \$1.

Fougère Royale Talc. Fine in quality. Fern in fragrance. Toned to the masculine skin. There's nothing coquettish about this talc. 50c.

Fougère Royale Hair Lotion. To subdue every hair, lend lustre, correct dryness and stimulate the scalp—but with no suggestion of the sheik. 85c.



FOUGERE ROYALE
Fougère Royale (Royal Fern)
by HOUBIGANT
for men

A BRICK FELS BRITAIN'S FASCIST LEADER

One week after Sir Oswald Mosley, Britain's No. 1 Fascist, led a riot-inciting march through London (LIFE, Oct. 25), he climbed to the roof of his loud-speaker truck on Oct. 10 in a vacant lot in Liverpool. Before he could say a word, a half-brick thrown by one George Melander, 19, hit him on the side of the head, giving him a brain concussion. He fell to the truck roof where a hail of stones continued to sweep him. He was released from the hospital, Oct. 16, ordered to rest for six weeks. Since most patriotic Britons are now chiefly incensed at Fascist Italy, talking Fascism in England today takes remarkable courage.



FASCIST MOSLEY FENDS OFF A COMMUNIST SHOWER OF STONES



MOSLEY GOES DOWN, HIT BY A BRICK THROWN FROM CROWD



MOSLEY, BAZED, IS CARRIED OFF, GIVING A FASCIST SALUTE



New Individuality for up-to-date Homes

PERSONAL-IZED FLOORS

REG. U. S. PAT. OFF.

of modern Sealex Linoleum

Visualize some of these gay, ready-cut Sealex Insets in your own Personal-ized Floor! They're very inexpensive... Send 10c for our new book, "Match your Rooms to your Personality," to Congoleum-Nairn Inc., Box L5, Kearny, New Jersey.



SANITARY, water-proof Sealex Linoleum on the walls as well as in the Personal-ized Floor! Tub recess, "Black Onyx" Wall Linoleum; main walls, "Parchment." Ceiling molding and floor, "Coral" Sealex, No. 1129.

Personal-ized Floors of Sealex Linoleum set your home apart. Make your rooms truly individual at prices delightfully low.

These are floors that you design to suit yourself—a thrilling new idea! You use the exclusive, ready-cut Sealex Insets, Feature Strips and Borders to create your designs.

They are all color-correlated with the radiant-hued Sealex Linoleum patterns, so you may be sure of artistic color combinations.

Sealex Insets are low in price. They may be quickly set in your Sealex Linoleum floor at slight extra cost. Ask your Sealex dealer!



A unique Personal-ized Floor design, obtained with Ivory and Black Sealex Squares and a larger Sealex Inset called the "Nest of Squares."

THE MODERN FLOOR IS A **PERSONAL-IZED FLOOR OF SEALEX INLAID LINOLEUM**

Looks like a Rich



SUPERCHARGER

**An Engineering Marvel
That Slashes Driving Costs**

On land, on sea, and in the air, Supercharger engines have made history. Now the Graham Supercharger brings to thousands of motorists a national new economy, untamed of power and performance.

The Supercharger is conceded to be one of the world's most effective gas-savers! An engineering marvel that breaks gasoline into fine particles, mixes it with air under pressure, forces only into the cylinders a "leaner" fuel mix-

ture of far greater efficiency. Supercharger uses far less gasoline per cylinder explosion. That's why it's such an efficient gas-saver—that's why it slashes driving costs!

No wonder the Graham Supercharger holds the Official U. S. Economy Championship. Twice winner of the Official A. A. A. Sanctioned Gilmore-Yosemite Economy Runs with an official, unbeaten record of 23.95 miles to a gallon of gasoline. That's proof—not a "claim."

Graham

Miami Luxury!

1938
Graham
MAKES
ITS BOW

Actually—It's the Official U.S. Economy Champion!

And Graham costs just a few dollars more than the lowest priced cars.

Just when everybody was saying "all cars look alike today"—along comes Graham! Look at that racy, sixteen feet of clean-limbed automobile. So eager, so alive, so restless . . . it looks like it's going when it's standing still!

And wait till you drive this spirited, high-powered motor car. Just to sit behind the wheel makes your pulse quicken. And when you bear down on this eager gas treadle . . . you can wave farewell to all others. It's alive with power! You'll never know the top performance of your Graham. You won't even want to. *In a Graham—you own the road!*

But here's the most amazing part of the story. With all its power and fine car performance . . . Graham holds the Official U. S. Economy Championship—a proved record of 23.95 miles on a gallon. The Graham Supercharger actually uses

less gasoline per cylinder explosion—slashes driving costs.

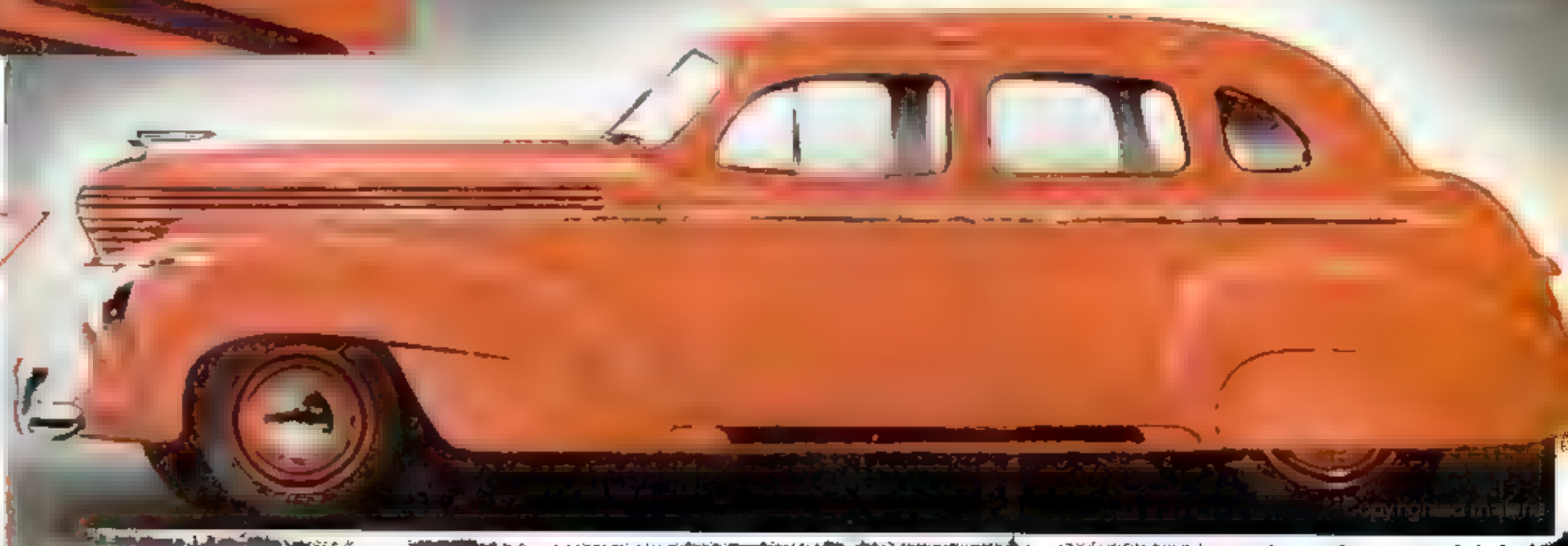
And, because of its tremendous reserve power, Graham is the safest of cars! Graham gives you lower center of gravity, extra wide tread, a Gyrolator fifth spring, oversized hydraulic brakes, all steel bodies, safety glass—a score of other unique new safety features. *We honestly believe that Graham is the safest car in America today.*

See the new Graham SPECIAL, the new Graham SUPERCHARGER! See all the exciting new features on these thrilling cars. There's a new vacuumatic gear shift optional on all models. You shift gears with a finger. Overdrive transmission is also optional. If you intend to see any new car this year . . . you must see Graham. And we dare you to drive it . . . then try to go back to any ordinary car.

ONLY A FEW DOLLARS MORE THAN THE LOWEST! Ask your local dealer for the price of the big 120-inch wheelbase Graham delivered right in your own town. You'll be amazed at Graham's low delivered prices. A little more than the lowest! Easy payment plans.

FOR

1938





TO YOU—AN AMERICAN WOMAN

Your decision to purchase an "American-made" product may seem of little significance. Yet it is upon just such simple daily purchases as yours—multiplied by millions of loyal American women—that countless American workers—on our farms—in our mines—our mills—our factories, stores and offices depend for their incomes—for the wherewithal to keep their families in food and clothing and the comforts of life. American industry and American workers depend greatly upon people like you. So your "American-made" purchase is of vital importance.

Thos & Wilson
Chairman of the Board
WILSON & CO.

● Tender Made Ham, a great All American product, is the result of a Secret Process—discovered, perfected and employed only by Wilson & Co. It is this new method that makes the difference—that gives to genuine Tender Made Ham its almost unbelievable tenderness and superior texture—its mellow yet satisfying ham flavor.

Whether you prefer the whole Tender Made Ham with the bone-in or Boneless sealed in tins and cooked in its own rich natural juices, you get the miracle ham of all time—the most imitated ham in the world today. Even the humble shanks and butts of Tender Made Ham are a delicacy. But remember—only Wilson & Co. makes genuine Tender Made Ham.

WILSON'S SECRET PROCESS

Tender Made Ham

"THE HAM YOU CUT WITH A FORK"

U. S. Inspected and Passed by the Department of Agriculture



The Wilson label protects your table

ART

NEGRO WHO TURNED SCULPTOR AT GOD'S COMMAND GETS MANHATTAN EXHIBITION



Five years ago Negro William Edmondson (left) was a hospital orderly in Nashville, Tenn. Suddenly he became "converted." In his own words, a call came to him to preach and to cut tombstones and sculpture at God's command. Untrained and poorly educated, he soon was cutting limestone figures like *Martha and Mary* and *Mourning Dove* (below). Of the latter he says: "That ain't no pigeon, that's a big old sea bird. All them things I saw in the sky—right up there just like you see them clouds. God give me this thing."

Last year Mrs. Louise Dahl-Wolfe, Manhattan photographer who took the pictures shown herewith while in Nashville, came across Edmondson's sculptures in the yard where he also cut tombstones. Impressed, she bought several, took pictures of Edmondson and his work, interested Manhattan's Museum of Modern Art to such effect that that discriminating organization on Oct. 27 opened an Edmondson one-man—an honor never hitherto accorded to any contemporary Negro artist. Of self-taught Sculptor Edmondson, Museum Director Alfred H. Barr Jr. says: "Usually the naive artist works in the easier medium of painting. Edmondson, however, has chosen to work in limestone, which he attacks with extraordinary courage and directness to carve out simple, emphatic forms."



GOOD NEWS TO MILLIONS—

SCIENTIFICALLY IMPROVED EX-LAX

NOW BETTER THAN EVER!

PEOPLE everywhere are praising the new Scientifically Improved Ex-Lax! Thousands have written glowing, enthusiastic letters telling of their own personal experiences with this remarkable laxative.

"I always liked the taste of Ex-Lax," many said, "but now it's even more delicious!"... "It certainly gives you a thorough cleaning out!" was another popular comment... "We never dreamed that any laxative could be so gentle!" hundreds wrote.

And right they are! Always pleasant—always effective—always kind to sensitive systems—Ex-Lax today offers all of these advantages in even greater measure. It's a more satisfactory and efficient laxative in every way!

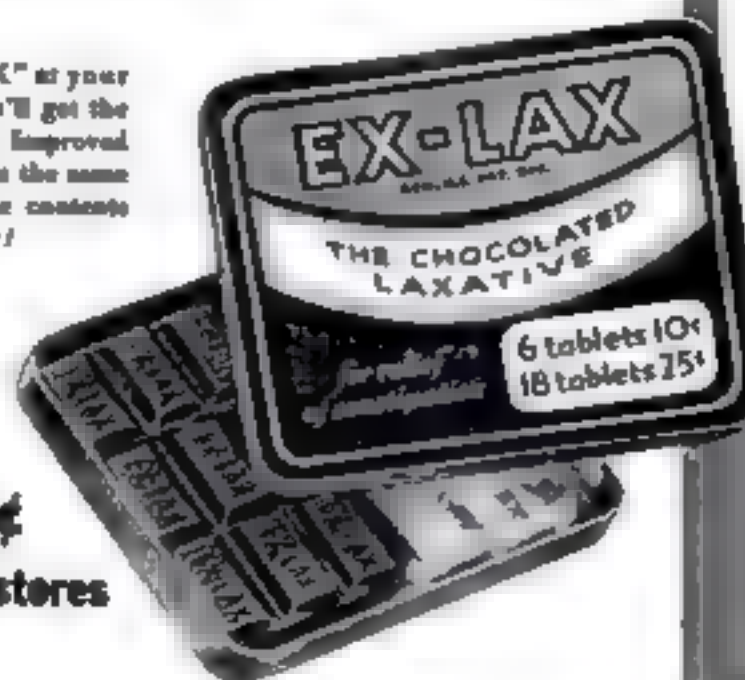
If you are suffering from headaches, biliousness, listlessness or that dull "blue" feeling often caused by constipation, you owe it

to yourself to give the new Scientifically Improved Ex-Lax a trial. You'll be amazed to see how quickly it brings you relief—how much better you feel after taking it!

Ex-Lax is as good for the youngsters as it is for the grown-ups. It is used by more people than any other laxative in the world.

Just say "EX-LAX" at your drug store and you'll get the new Scientifically Improved Ex-Lax. The box is the same as always—but the contents are better than ever!

10¢
and 25¢
at all drug stores



TASTES BETTER THAN EVER

No matter how much you may have liked Ex-Lax before, it tastes even better now! Its delicious all-chocolate flavor is smoother and richer than ever! Children take it willingly.



ACTS BETTER THAN EVER

Always dependable in action, Ex-Lax is now even more effective! It empties the bowels more thoroughly—more smoothly—in less time than before.



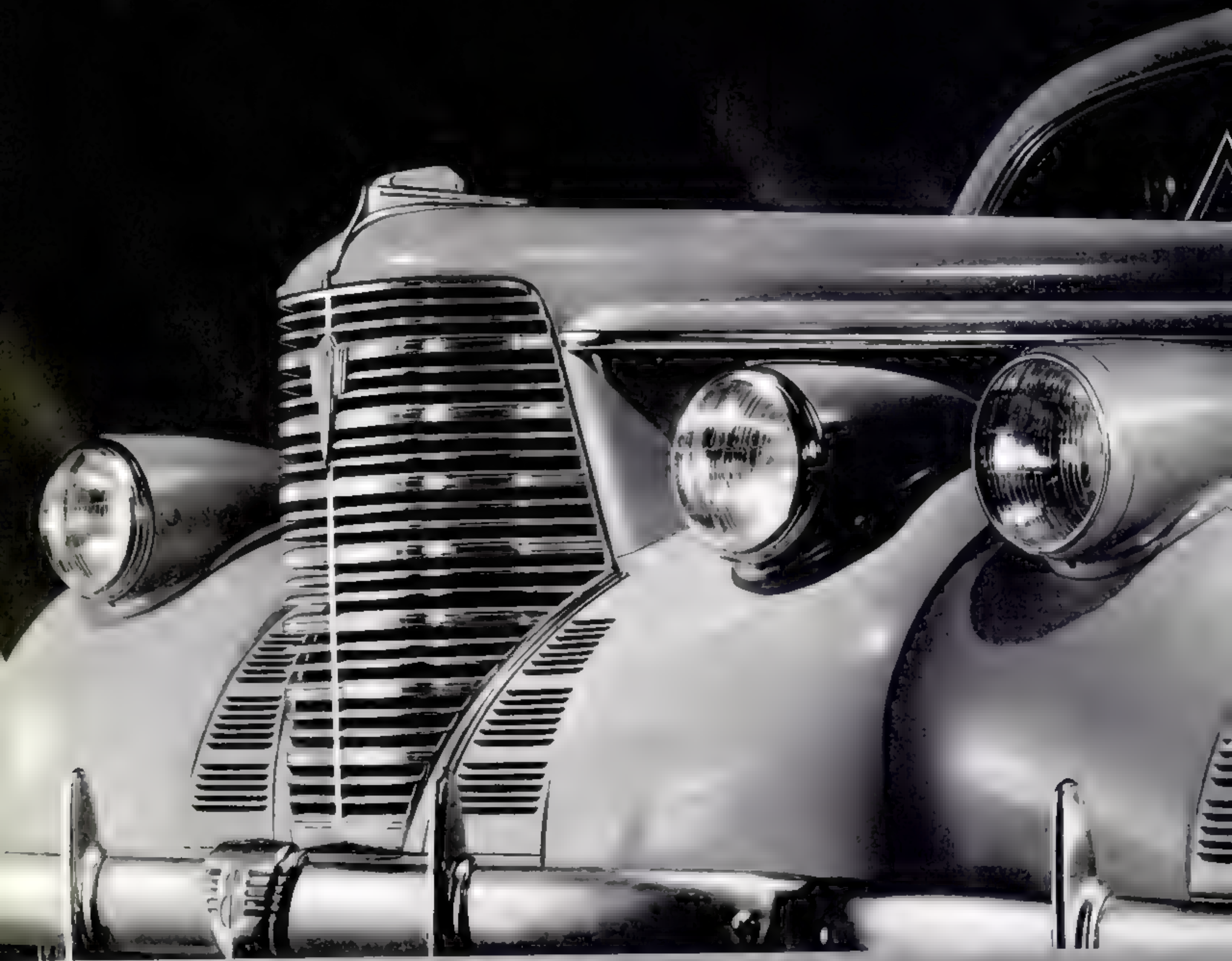
MORE GENTLE THAN EVER

Ever famous for its mildness, Ex-Lax is today so remarkably gentle in action that, except for the relief you get, you scarcely realize you have taken a laxative.



... AND YOU'LL
**FEEL BETTER
AFTER TAKING IT!**

Again - Oldsmobile



WITH TWO DASHING NEW STYLE LEADERS

SETTING the motor car styles again for all America to follow, the 1938 Oldsmobile Six and Eight are on display and on the road! In striking beauty, dashing action and record making value, there simply is nothing like these superlative new Oldsmobiles. See them at the Automobile Shows—or in Oldsmobile dealers'

displays—and you see two distinctively streamlined cars that are unmistakably Style Leaders. Try them on the road and you enjoy performance at its top-flight best. In everything, they are the finest cars Oldsmobile's forty years have produced. They have every latest advancement for safety, for easier, smoother,

more responsive operation. They have the Oldsmobile Safety Instrument Unit, the new Oldsmobile Safety Interiors. And, crowning all new features, they offer the driving sensation of the year—Oldsmobile's new Automatic Safety-Transmission. See these brilliant new cars now, at your dealer's showroom!

" THE 1938 CARS THAT HAVE EVERYTHING "

Steps Out Ahead!

NOWHERE ELSE CAN MONEY BUY SO MUCH!

BODY FEATURES

Safety Dash with Safety Instrument Unit • Safety Interiors • Unisteel Body Construction • Turret Top Steel Body Frame • No Draft Ventilation • Safety Glass • Unobstructed Floors • Adjustable Front Seat • Weather Sealed Doors • Scientific Sound Proofing • Insulated Bodies

CHASSIS FEATURES

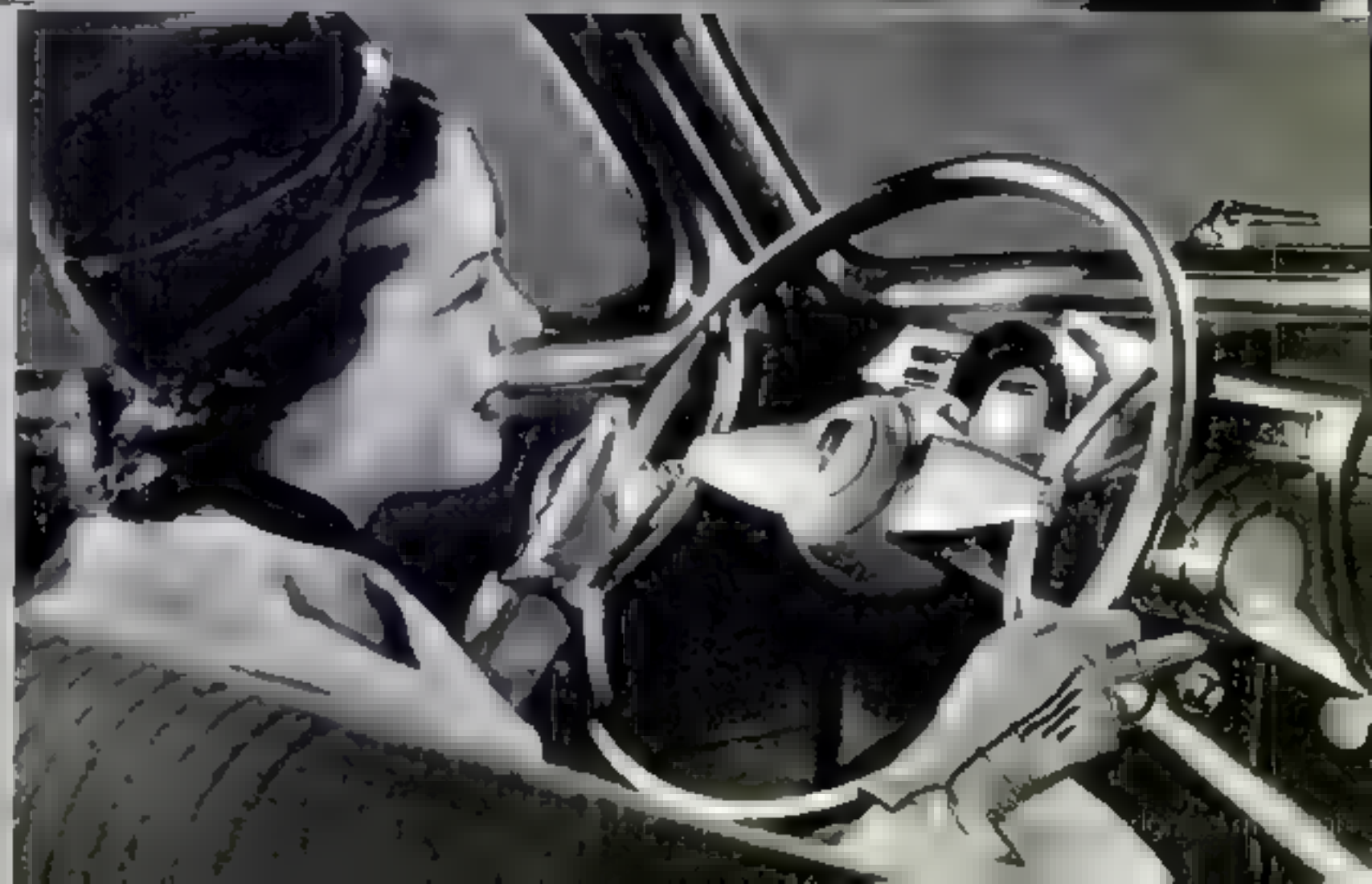
Knee-Action Wheels • Super-Hydraulic Brakes • Center-Control Steering • Dual Ride Stabilizers • Big, Low-Pressure Tires • Stabilized Front End • Streamlined Headlamps • Stabilized Propeller Shaft • Bonderized Sheet Metal • Syncro-Mesh Transmission

ENGINE FEATURES

95-Horsepower Six • 110-Horsepower Eight • Air-Cooled Battery Electro-Hardened Aluminum Pistons • Tri-Cushion Engine Suspension • 100 Per Cent Full Pressure Lubrication • Rifle-Drilled Connecting Rods • Individually Cooled Cylinders • Pressure Cooled Valves • Vacuum Fuel Saver • Automatic Choke

Both Offering **AUTOMATIC SAFETY TRANSMISSION!**

Oldsmobile's new Automatic Safety-Transmission is literally a driving revelation. More than a mere device for shifting gears, it opens a whole new world of performance, cuts fuel consumption 18 to 20%... makes driving easier, simpler, safer. It is offered on all models of the 1938 Six and Eight as optional equipment, built in at the factory, at extra cost. Try it today!

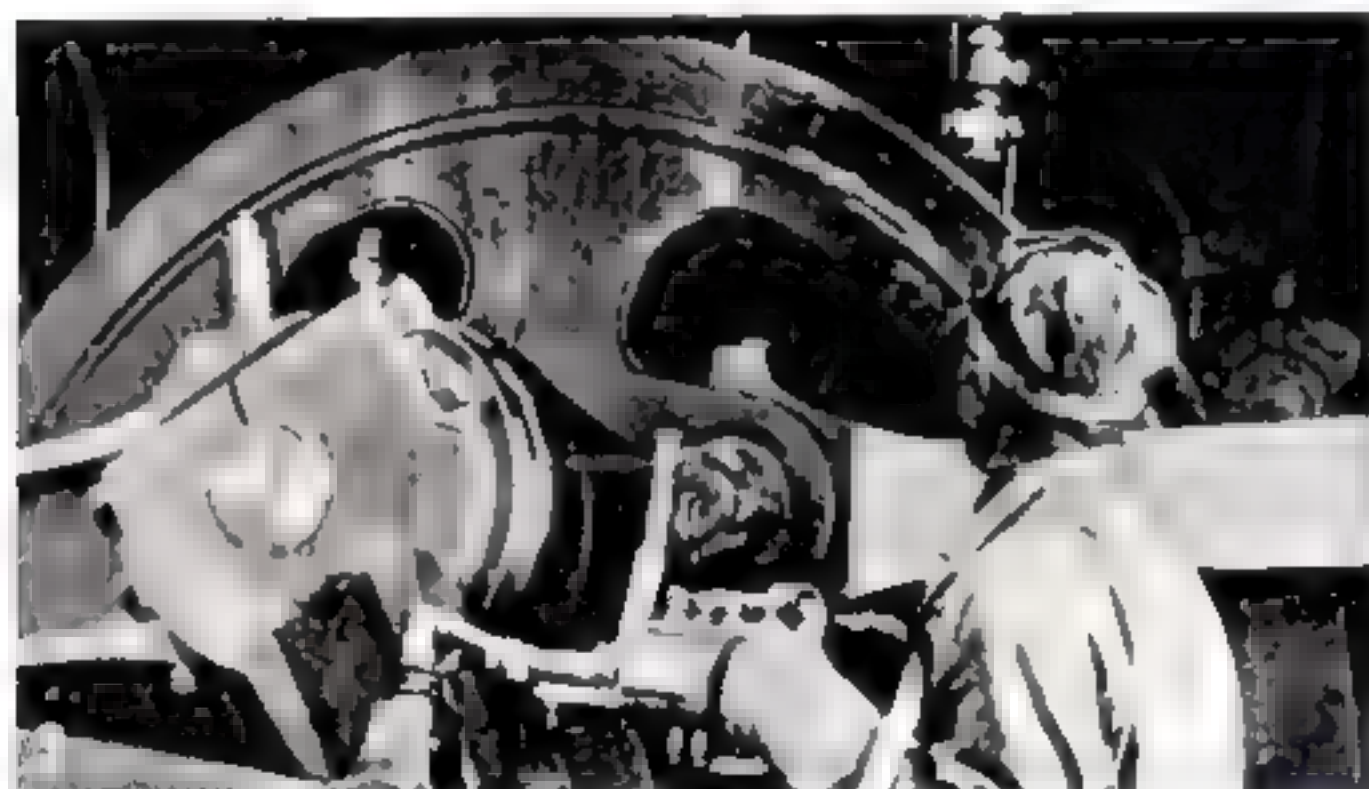




Grant Withers and Dorothy Appleby are...



...working on the railroad in "Paradise Express", a Republic Picture. But Sinclair lubricants or fuels are working on 150 American Railroads, in such famous trains as...



... Santa Fe's "Chief", B & O's "Capitol Limited" and Union Pacific's big streamlined flyers. You...



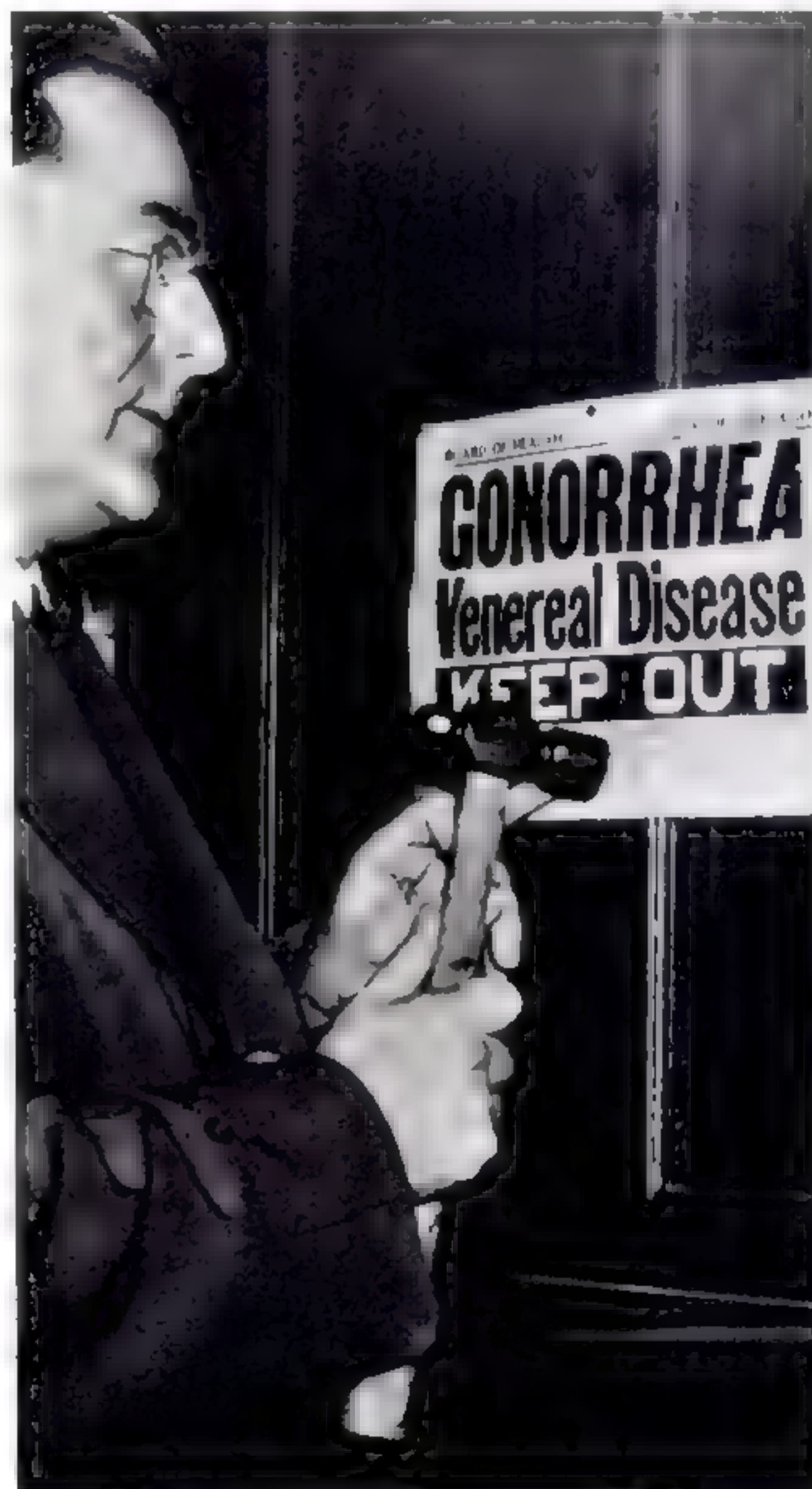
...benefit from Sinclair's vast lubrication experience when you take your car to your neighborly Sinclair dealer's. Keep your car Sinclair-lubricated and ride safely.

HEALTH CHIEF QUARANTINES CHICAGO VICE

Public warned to shun infected establishments

To physicians and public-health officers no phenomenon of 1937 has been more gratifying than the sudden abandonment by press, radio and public of their traditional hush-hush attitude concerning venereal disease. Today the pandemic perils of syphilis and gonorrhea are being fought in the open from coast to coast. Tender-minded persons, the clergy, so-called "family" newspapers and women's clubs have learned to face unblushingly the shocking statistics: 6,500,000 cases of syphilis in the U. S.; 12,000,000 cases of gonorrhea. No local drive has been more aggressive than that waged by Dr. Herman Niels Bundesen, president of Chicago's Board of Health. He has arranged on an unprecedented scale to administer free blood tests to Chicagoans, thousands of whom expressed eagerness in a city-wide questionnaire.

On Oct. 13, bold Dr. Bundesen (*below*) seized a new weapon, began posting quarantine signs on certain buildings where infected persons were known to reside. Penalty for entering or leaving without authorization: \$200 fine or six months imprisonment. When his placard landed on a powerful vice resort, Dr. Bundesen found the underworld curiously allied with the bluenoses against his publicity war. To him came a letter warning: "You are going to get some lead pills and pineapples to digest. You won't nail any more signs up on doors in a hurry, you snake-faced louse."





RADIO REPOSE

*as sponsored by Zenith
in 29 Arm Chair Models*

The lovely Zenith Arm Chair Model illustrated above is priced at only \$79.95.

Available in a wide variety of cabinets and chassis—finished in walnut, bone-white, and ebony—there's an Arm Chair Zenith to suit almost any home or purse. Also 62 console and table models from \$19.95 to \$750.00.

★ ★ ★

Tune in The Zenith Foundation—most unusual radio program about the subject of the hour—telepathy and success. Over NBC Blue Network every Sunday at 10:00 P. M., E. S. T.

ZENITH

TRADE MARK REG

ARM CHAIR RADIO

• Today's new Arm Chair Zeniths offer a restful enjoyment new to radio. And high time, too! At last, both long and short wave worlds wait at your very elbow and, as one program ends, you tune another—lazily—without ever rising from your chair! After long years, the radio relay-race gives place to repose . . . But this repose is gained with no loss of reception versatility. For Zenith, unlike all others, offers Electric Automatic Tuning that works equally well for all wave bands and all stations your set receives! Just as Zenith's Robot Dial takes the final contortions out of tuning—shows but a single big, black dial at a time! These exclusive Zenith advantages you can see for yourself at the nearest dealer's. Better have a look! Only Zenith has them.

EUROPE, SOUTH AMERICA OR THE ORIENT... **GUARANTEED EVERY DAY OR YOUR MONEY BACK***

*on all short wave Zeniths.



\$29.95



\$59.95



\$89.95



\$99.95



\$139.95



\$169.95

29 ARM CHAIR MODELS TO CHOOSE FROM . . . \$29.95 UP*

*Prices slightly higher in West and South.

Call for

If you have a fabric problem, Wellington Sears Company offers you the most modern, scientific facilities to help you solve it.



COTTON FOR SPORTS CLOTHES AND WORK CLOTHES—Our line of Wellington Fabrics is one of the broadest available. Everything from Denims and Corduroys to Gabardines and Twills. More and more clothing manufacturers are identifying their garments with the "Wellington Fabric" label.

For over 3,000 years the world has called for cotton because cotton has proved to be more useful and more readily adaptable to man's growing needs than any other fibre. 80% of all textiles made in this country are of cotton. Today, with the aid of modern science, cotton fabrics find their way into thousands of industrial processes and products.

The seventeen modern mills we represent produce over 25,000 different cotton fabrics. Fabrics that range from the heaviest of duck—almost a quarter of an inch thick, down to the sheerest of lawns; fabrics for balloons, and fabrics for ore conveyor belts which are used down in mines; fabrics for the filtration of sugar, oils and chemicals; and fabrics for tents and awnings; fabrics for men's work

clothes and women's sports clothes; fabrics for plastic timing gears, and fabrics for draperies and fine bath towels and dish towels.

Each fabric of this broad range that we produce has back of it adequate mill facilities represented by seventeen modern mills, with a long cumulative textile experience, coordinated through a splendid laboratory and research organization.

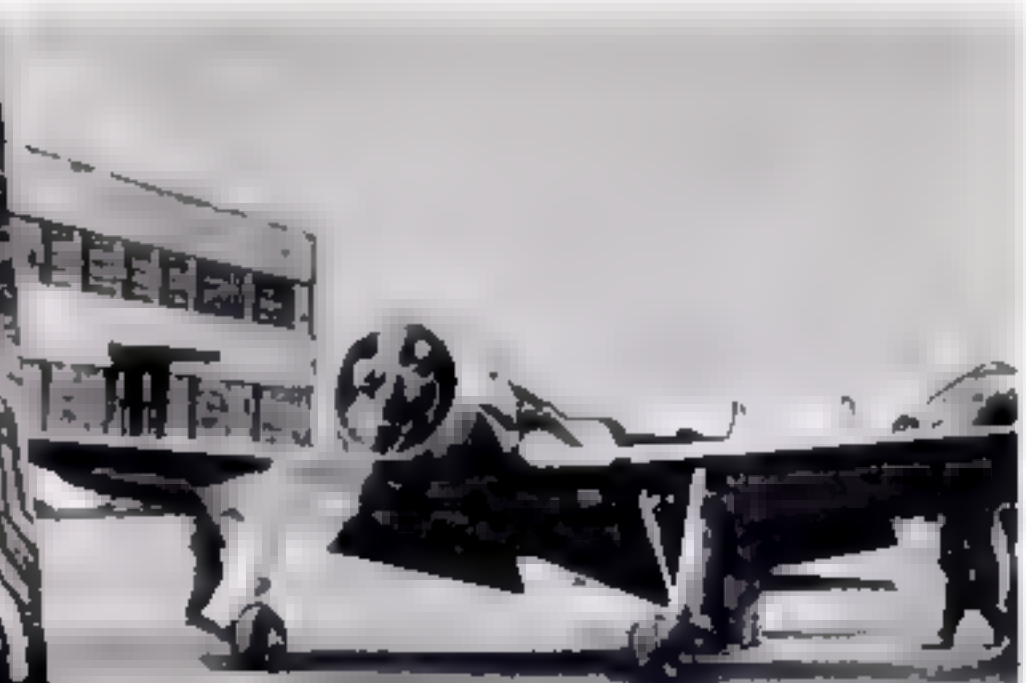
We have been able to work out with many manufacturers the practical solution to their industrial fabric problems. We have also developed special fabrics for uniform manufacturers and we offer a wide range of fabrics suitable for garment manufacturers. Our facilities are at the disposal of any organization which has a problem to be solved with a cotton fabric.



COTTON FOR THE LINEN SUPPLY INDUSTRY—Uniforms, caps, coats, aprons, barbers' capes and throws—Fairfax hand towels, face towels, massage towels—bar wipes. We have a complete line of cotton fabrics for all of these.



COTTON FOR INDUSTRIAL FILTRATION—Our filter fabrics are used in refining gold, sugar or oil, making paint or soap, processing foods and in hundreds of other ways. We have or can develop a suitable fabric for almost every filtration purpose.

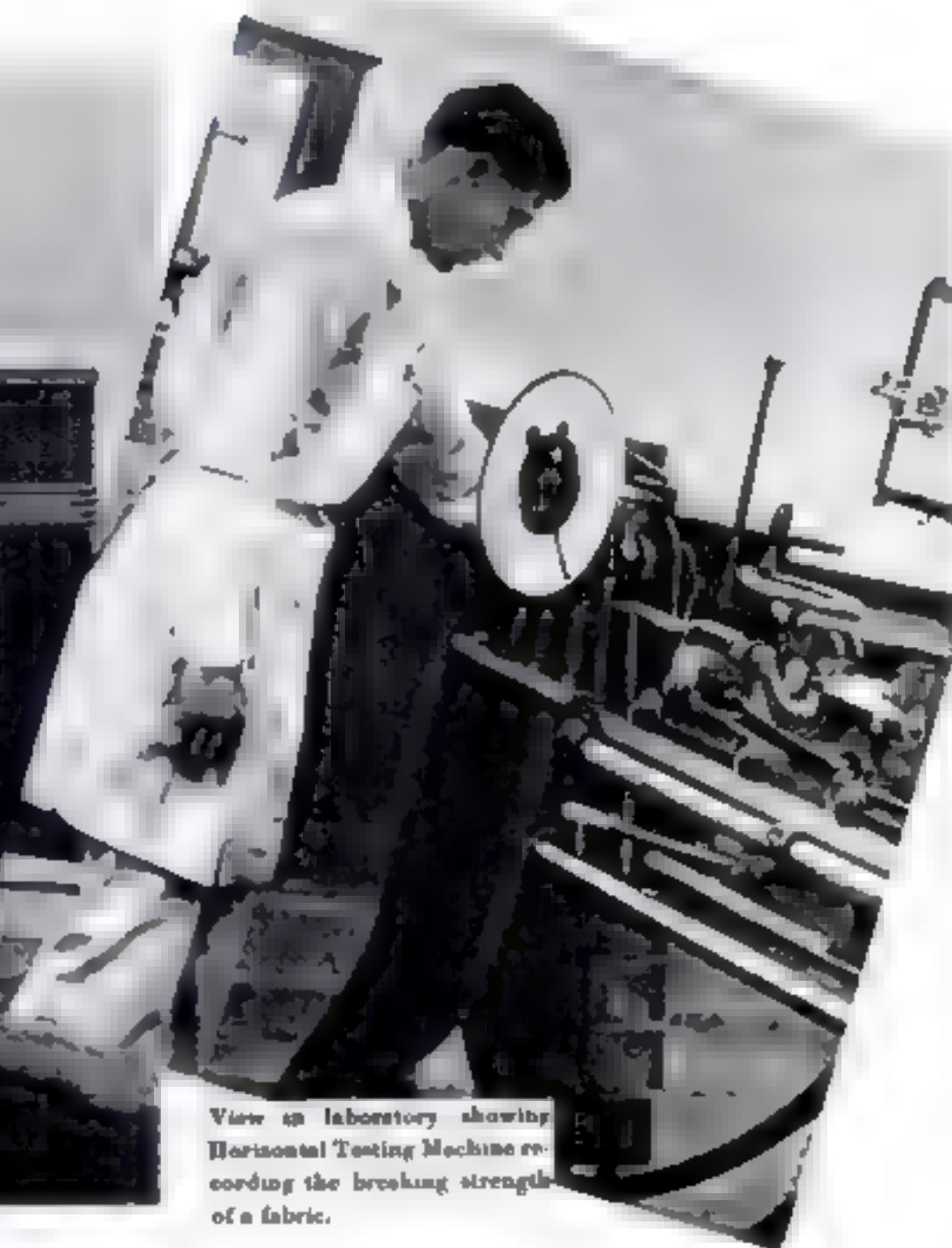


COTTON FOR THE AVIATION INDUSTRY—Our famous airplane and balloon cloths have helped man build the fastest of planes and the best of balloons. Howard Hughes set a new transcontinental record in a plane with our wing covering. The famous Stratosphere balloon, made by the Goodyear Zeppelin Corp., used three of our aeronautical fabrics.

COTTON!



New Laboratory of West Point Mfg. Co., located at Shawmut, Ala.



View in laboratory showing Horizontal Testing Machine recording the breaking strength of a fabric.

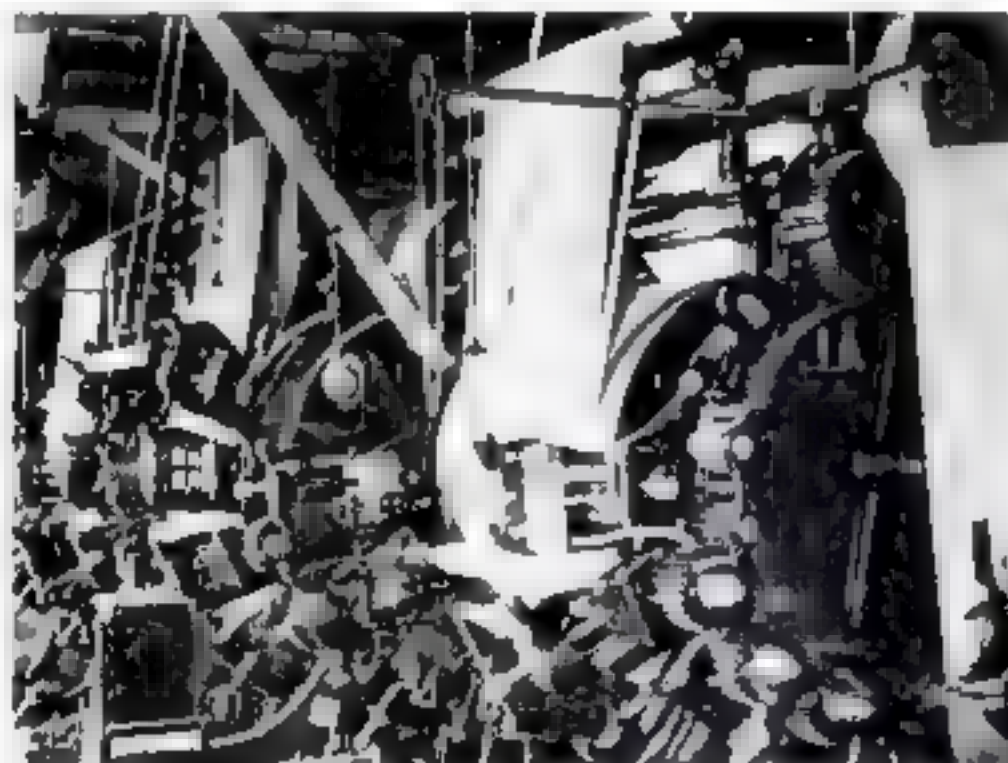
This new laboratory was designed, built and equipped with the one thought of providing for a group of important mills the finest practical commercial

textile laboratory that could be built. The facilities of this new laboratory and of our New York Office laboratories are at the disposal of our customers.

WELLINGTON SEARS COMPANY

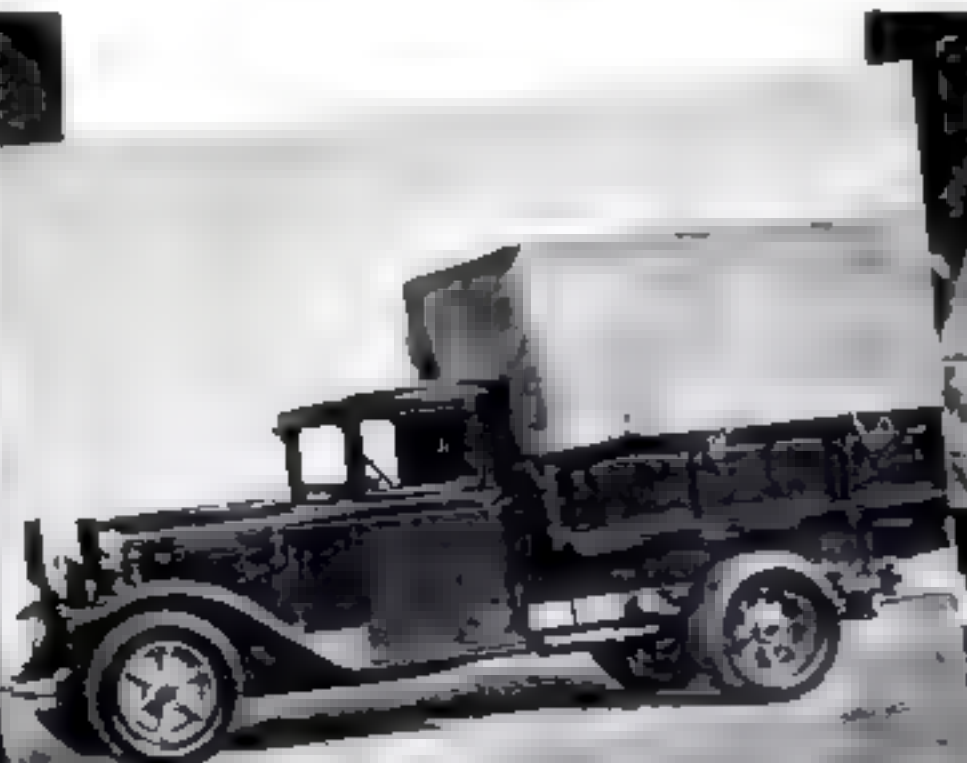
65 Worth Street, New York, N. Y.

CHICAGO BOSTON DETROIT PHILADELPHIA ATLANTA ST. LOUIS NEW ORLEANS SAN FRANCISCO LOS ANGELES



Courtesy of Westinghouse Elec. and Mfg. Co.

COTTON FOR PLASTICS—Through synthetic plastics, our cotton fabrics have found their way into many new products including such unrelated items as timing gears for automobiles, paneling for ocean liners, and work tops for the butler's pantry shelf.



COTTON FOR THE TENT AND AWNING INDUSTRY—From the "Big Top" of the circus to the hard-working tarpaulins that protect a truck load of freight from sleet and rain, we supply cotton ducks for tents, awnings, and tarpaulins of every description.



COTTON FOR TOWELS—Every woman knows what we have accomplished with cotton in making the famous Martex bath towels and the amazing new Martex Dry-Mo-Dry Dish Towels. These are recognized everywhere as the finest towels that can be made.

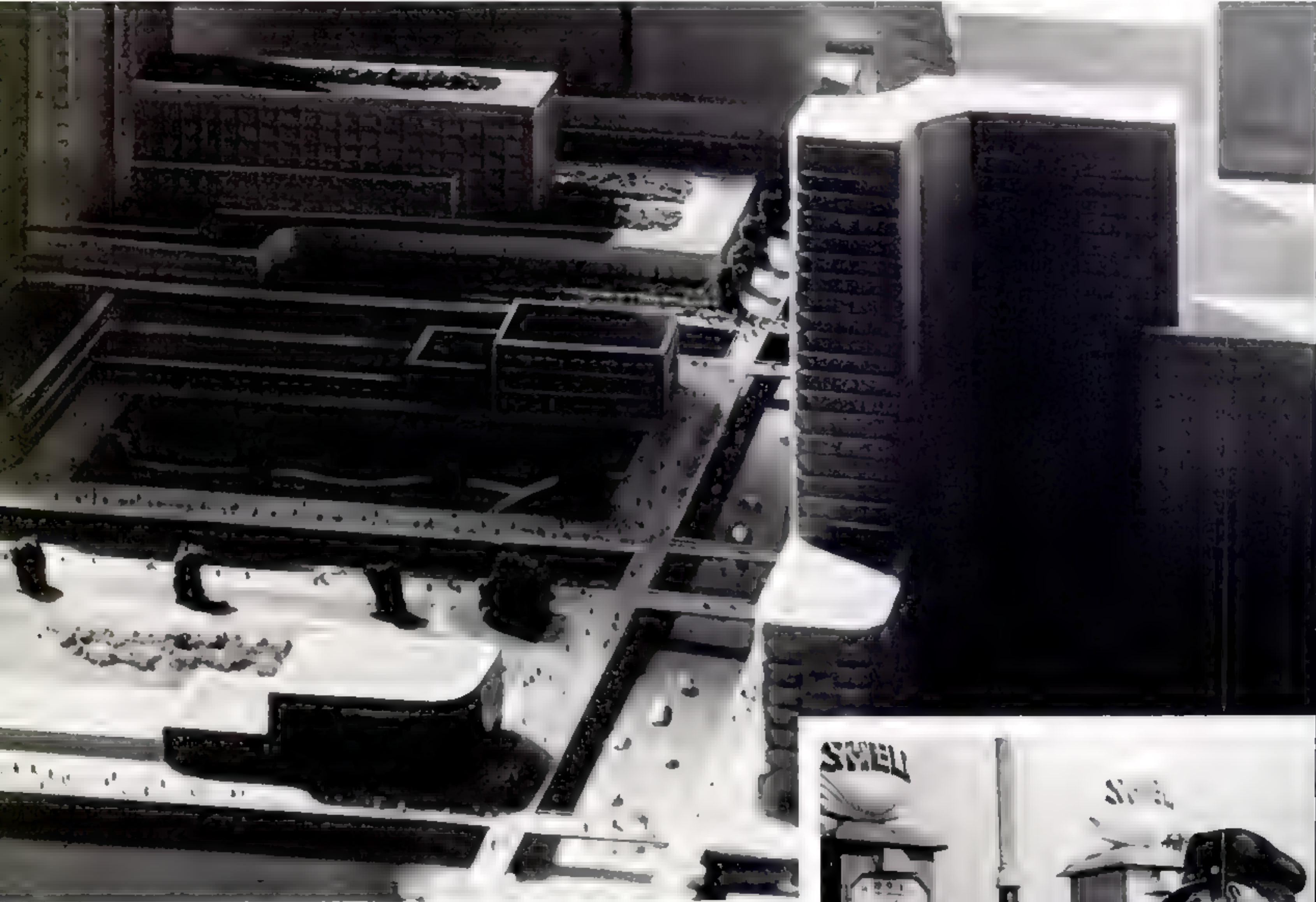
SIDEWALKS OF TOMORROW TO BE ELEVATED

Predicts Norman Bel Geddes

BY 1960, elevated sidewalks will take pedestrians off the streets," says Mr. Geddes, authority on future trends. "You will walk above traffic . . . shop at the second-story level . . . cross streets on bridges.

"The space saved by eliminating sidewalks and parked

cars from traffic levels will allow full-width roadways. Open areas beneath buildings will provide parking space and facilities for truck loading. You will speed 50 miles an hour down Express Streets when driving 10 blocks or more. No stop lights . . . no intersections . . . no stop and go . . ."



TODAY

4 miles in 5 are Stop and Go. Only one stop can waste enough gasoline to drive your car a third of a mile. Wherever you live, if you are an average driver, you make thirty stops every day. Today's stop and go is the costliest kind of driving you do—both in time and money.



"Motor-digestible" is the term used by automotive engineers to describe Super-Shell, so quickly, so completely is the high energy content of this "balanced" fuel converted into power. The regular use of Super-Shell will save on your stop and go. A Shell dealer is near you.



SPORT

THE SHADOW OF MAN O' WAR STILL FALLS ACROSS THE AMERICAN TURF



In Lexington, Ky., Oct. 16, the Thoroughbred Club of America gave a dinner to Samuel D. Riddle (*left*) to honor him as the man whose 1937 activities had endeared him to U. S. horse racing. Had the Club wished to honor the horse who, during two decades had done most for the American turf, it would have chosen Mr. Riddle's great Man o' War.

Unequaled as a racer in 1919 and 1920, Man o' War retired to stud, proved himself unsurpassed as

a sire. His 256 children have won a record \$2,200,000. This year his son, War Admiral, greatest horse of 1937, made the great triple smash of winning the Kentucky Derby, Preakness and Belmont.

Man o' War, now 20 years old, spends his twilight years on a Kentucky farm near Lexington. Age has given his proud figure a sway back (*above*) but he runs seven miles a day, canters through sweet bluegrass, shows off his chestnut coat to 30,000 visitors who each year turn out of their way to see him.

2-Way Relief For Discomforts of COLDS

1

Take 2 BAYER ASPIRIN tablets and drink a full glass of water. Repeat treatment in 2 hours.

RELIEVES THROAT PAIN RAWNESS

2

If throat is sore from the cold, crush and stir 3 BAYER ASPIRIN tablets in 1/2 glass of water. Gargle twice. This eases throat rawness and soreness almost instantly.

ENTERS BODY THROUGH STOMACH AND INTESTINES TO EASE PAIN

For Rapid Results Make Sure To Get Genuine Bayer Aspirin

All it usually costs to relieve the discomforts of a cold today—is 8 to 5¢—relief for the period of your cold 15¢ to 25¢. Hence no family need neglect even minor head colds.

Here is what to do: Take two BAYER tablets when you feel a cold coming on—with a full glass of water. Then repeat, if necessary, according to directions in each package. This will act to fight fever, and pains which usually accompany colds. Relief comes rapidly.

The Bayer method of relieving cold symptoms is the way many doctors now approve. You take Bayer Aspirin for relief—then if you are not improved promptly, you call the family doctor.

Genuine Bayer Aspirin is probably the best known and most widely-used medicine in the world. It is also one of the simplest and least expensive.

To get the genuine BAYER ASPIRIN ask for it by its full name: not by the name "aspirin" alone.

THE REASON BAYER ASPIRIN WORKS SO FAST

Drop a Bayer Aspirin tablet into a tumbler of water.

By the time it hits the bottom of the glass it is disintegrating.

This speed of disintegration enables genuine BAYER Aspirin tablets to start "taking hold" of headache and similar pain a few minutes after taking.



VIRTUALLY 1¢ PER A PENNY—TABLET

Now you get 24 tablets for only 25¢



Man o' War's father was Fair Play whose statue (above), covered with gold leaf that is now peeling off, stands on Joseph B. Widener's racing farm near Lexington, facing his own grave and the grave of Mahubah, the mother of Man o' War.



Man o' War's birthplace is the old barn (above) on the late August Belmont's stud farm near Lexington. There, in March, 1917, Man o' War was born. Today he lives a few miles away in the big stable at Sam Riddle's Faraway Farms (below).



SILENT...

**SERVEL ELECTROLUX
IS ALWAYS SILENT
...FREEZES WITH
NO MOVING PARTS**



YEAR AFTER YEAR, Servel Electrolux brings you the same satisfying refrigeration it did when new. Typical is the experience of one happy owner, Mrs. R. Hartwich, of Chicago, Ill. "My Servel Electrolux is 10 years old and just as silent and economical as the day I bought it."



THIS TINY GAS FLAME explains the remarkable performance of Servel Electrolux. It takes the place of moving parts in the freezing system of this different, modern refrigerator. Parts that do not move cannot wear or lose their efficiency, cannot cause noise or increase the cost of operation!



SAVES ENOUGH to pay for itself! Servel Electrolux saves money on food bills, on running cost, and on upkeep expense every day you have it. And that's another reason why more and more families each year are replacing other type refrigerators with it! See Servel Electrolux at your gas company or local dealer's showroom. Remember, your own gas company offers prompt, willing service on every one it installs.

SERVEL ELECTROLUX

THE *Gas* REFRIGERATOR

FOR SUBURBAN AND RURAL HOMES, SERVEL ELECTROLUX RUNS ON KEROSENE OR ON BOTTLED GAS. WRITE FOR DETAILS TO: SERVEL, INC., EVANSVILLE, INDIANA

DO YOU KNOW

■ Why defective vision often causes headaches, nervousness, nausea, and other ills?

■ The difference between an Eye Physician (Oculist) and an Optician?

■ And do you know "The Safe Way" to care for your eyes?



*This Book
sent FREE*

It is a guide to eye health that may be the means of preventing serious eye trouble, for it points out to you "The Safe Way" to safeguard your eyes and your health. Send the coupon, or write for a copy of this valuable book today.

And it explains why Guild Opticians

Are Recommended by Physicians

Guild Opticians are bound by a high standard of ethics which assures you always of first quality lenses. Accurately ground to your Eye Physician's prescription. Glasses made by skilled craftsmen. Positioned, fitted and adjusted by competent opticians. And always

**DEPENDABLE GLASSES
AT ECONOMICAL PRICES**

"The Safe Way"

There are Guild Opticians in 65 Cities in the U. S. and Canada

Mail this
Coupon Today



© 1937

Guild of Prescription
Opticians of America
708-S Bailey Bldg., Philadelphia, Pa.
Kindly send me booklet on "EYES".

NAME _____

ADDRESS _____

JAPAN BEHEADS REBELLIOUS MANCHURIANS AS "BANDITS"



Japanese soldiers in Manchukuo slog off to surround one Wang Feng Koh and 300 Manchurians who do not like Japanese rule. These pictures were taken last winter 125 miles east

of Mukden near Tunghua by a rare European, John Newel. These "bandits," always troublesome, began to crop up inside Manchukuo's Army in September after Japan attacked China.



The bandit's head, after it has been hacked from the body, is hung in a conspicuous place as a warning to other prospective patriots or bandits. This is orthodox Oriental justice.

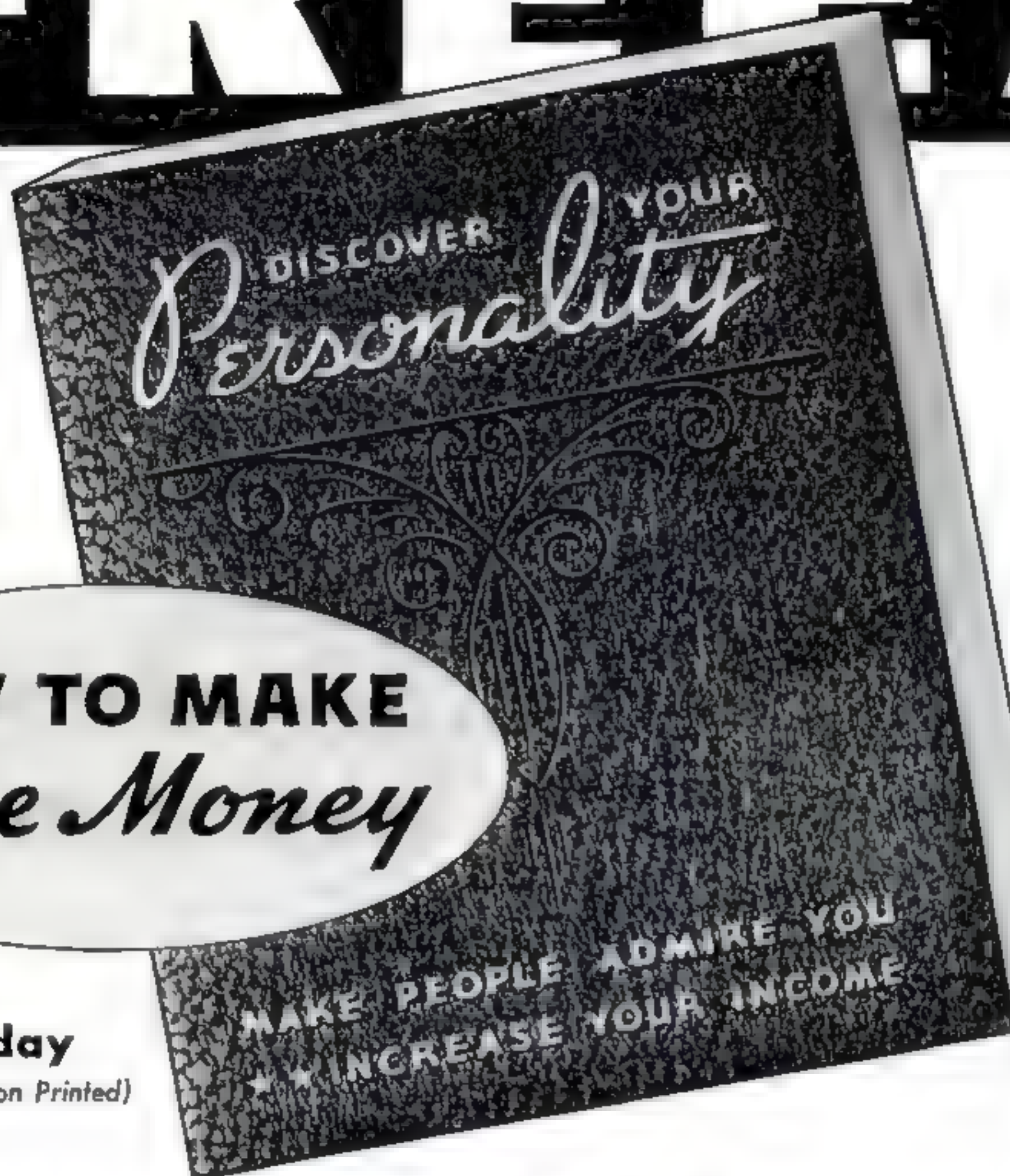
In 1934, Japan seized Manchuria, created the puppet state of Manchukuo and moved the Japanese Army in to "suppress bandits." These unruly Manchukuo doings are rarely reported. "Bandits" are often patriots and often actually bandits. They occasionally make headlines by kidnapping a Christian missionary for funds. Roughly they may be compared to the bands on India's Northwest Frontier which keep the British Army perpetually busy. In the expedition west of the Yalu River shown on this page, the thorough Japanese had chopped down every tree around Bandit Wang Feng Koh's mountain. The result was that they were exposed to Wang's fire but they eventually captured and beheaded him and his band (left).



Captured "bandits" are brought back to the nearest town to be tried by Japan's regular Manchukuo courts. The two in front were later beheaded like the one whose head is at left.

FREE

THIS NEW BOOK



**55,000
WORDS**

**192
PAGES**

**22
CHAPTERS**

**JUST OFF
THE PRESS**

**HOW TO MAKE
*More Money***

Order Today

(Only Limited 1st Edition Printed)

LATEST, NEWEST BOOK with SECRETS to SUCCESS and GREATER INCOME

HERE'S the amazing thing about this book—it's FREE. But it's been printed in only a *limited* first edition—so "first come, first served!"

Every one of its 192 pages and 22 chapters has been written by experts. It gives you the latest guides—and a PROVED PLAN—for improving your social and business standing.

Thousands of people across America are spending as much as \$50 for "study courses" containing information such as this book gives you. Other thousands are purchasing such information in book form, for from \$3.00 to \$5.00. Yet "Discover Your Personality" is a gift!

Are you self-conscious? Is it difficult for you to talk with strangers? Do you want the latest hints on table manners and other pointers about etiquette?

Do you influence people—so that they *admire* you? Can you make friends and hold them? Would you like to become a more convincing sales-person?

"Discover Your Personality" treats the practical, work-a-day problems of your everyday social and business life. And every page of the book contains a gold-mine of helpful ideas.

You don't have to be a genius to succeed in this world—but you do need a PLAN to follow. And this book gives it to you.

Don't think for a moment that the successful men and women whom you admire just "grew up that way." Many of them had fewer personality-values

than you have—but they discovered how to develop and use what they had.

"Discover Your Personality" tells you how to discover yourself and how to develop your abilities so they'll *count* for more—making it possible for you to get more out of life; more comforts (and more fun) for yourself and your family.

Why It's FREE

How can this book be given away? Why is this offer being made?

There's only one reason. The makers of Italian Balm (Campana's famous skin softener) and Dreskin (Campana's famous liquid skin cleanser and tonic) believe that these two superior toilet preparations are so genuinely good that once you *try* them, you'll become a *regular* user. This FREE Book offer is a straightforward appeal to make more friends for both of these toilet preparations. And the only way to get the book—(it's NOT ON SALE ANYWHERE)—is from Campana.

You will want this authoritative book for yourself and family. And you'll be delighted to make the acquaintance of Italian Balm—"America's No. 1 Skin Protector"—and Dreskin, the skin cleanser that so many women are raving about as an aid to subduing "greasy nose" and clogged pores.

Act now. Get your first edition copy while the supply lasts.

Typical Chapters

This newest, latest book contains 22 chapters. Here are some typical chapter titles: "Make Your Ambitions Come True" . . . "Discover Your Hidden Abilities" . . . "How To Overcome Self-Consciousness" . . . "How To Make A Good Impression" . . . "How To Start A Conversation" . . . "How To Introduce People" . . . "Table Manners" . . . "Good Breeding In Correspondence" . . . "Entertaining With Ease" . . . "How To Stay Young" . . . "What's Your Popularity Rating?"

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3 ROLLS OF SCOTTOWELS AND 1 ENAMELED FIXTURE or SEND \$1 FOR 6 ROLLS AND 1 FIXTURE. Check color of fixture desired: ☐ ivory ☐ pale green

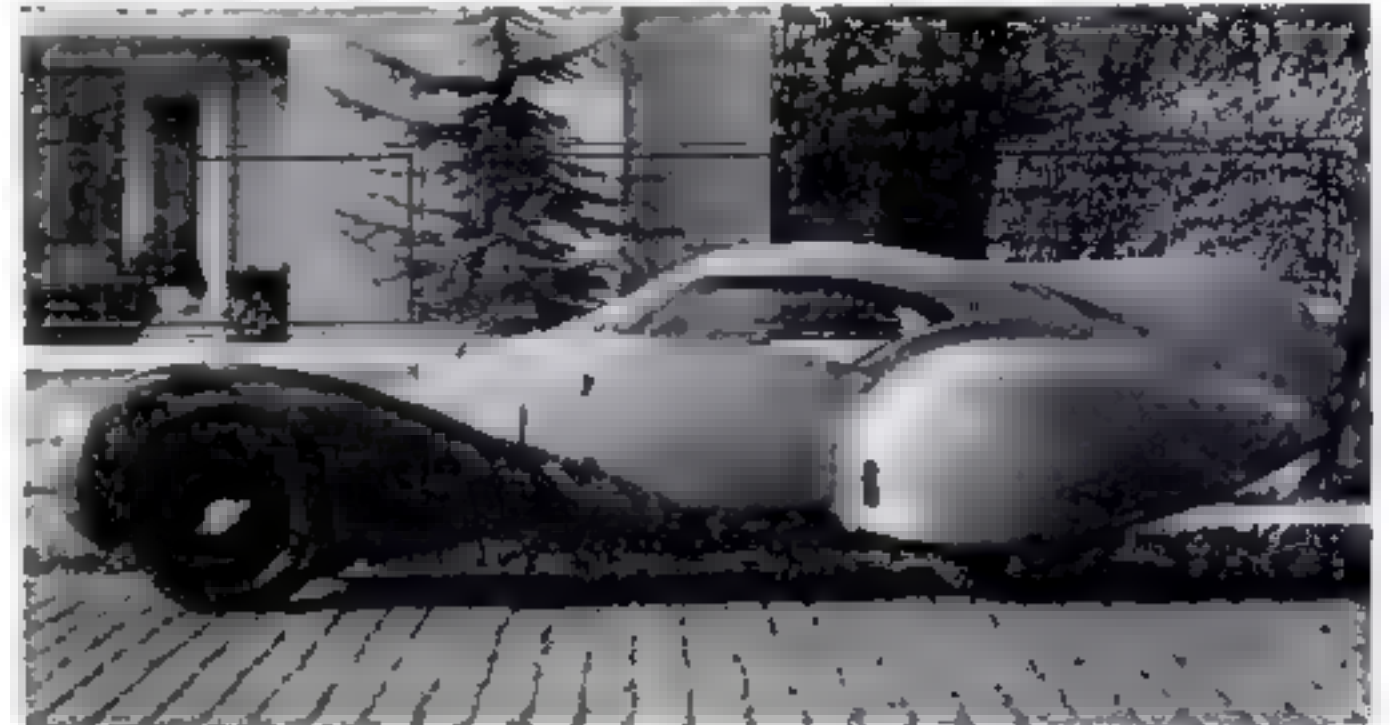
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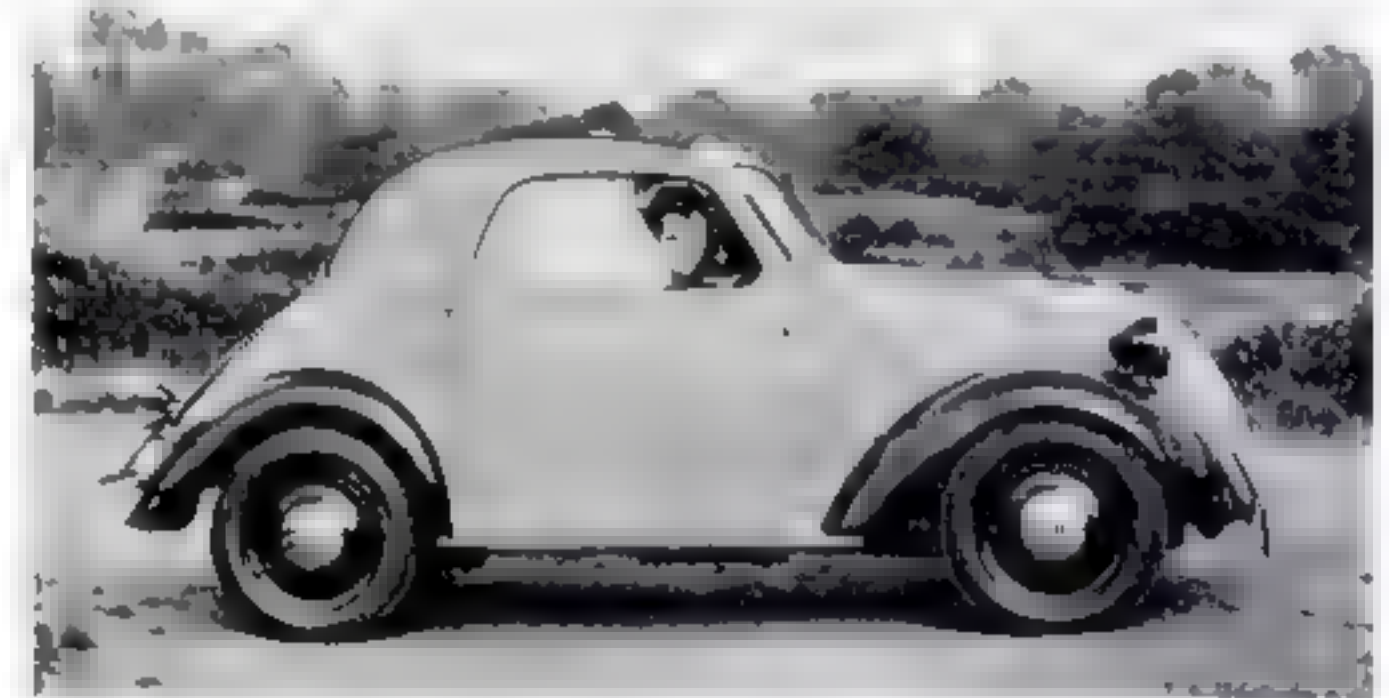
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FOREIGN CARS ARE MAMMOTHS OR MIDGETS

U. S. automobile manufacturers start exhibiting 1938 models Oct. 27. They show only minor changes over last year. Foreign makers, on the contrary, are still groping to find universally popular automobiles. Hence the October London and Paris shows provide a heterogeneous assortment of lines, motors and gadgets (see below), a medley of giant sports cars and midget runabouts.



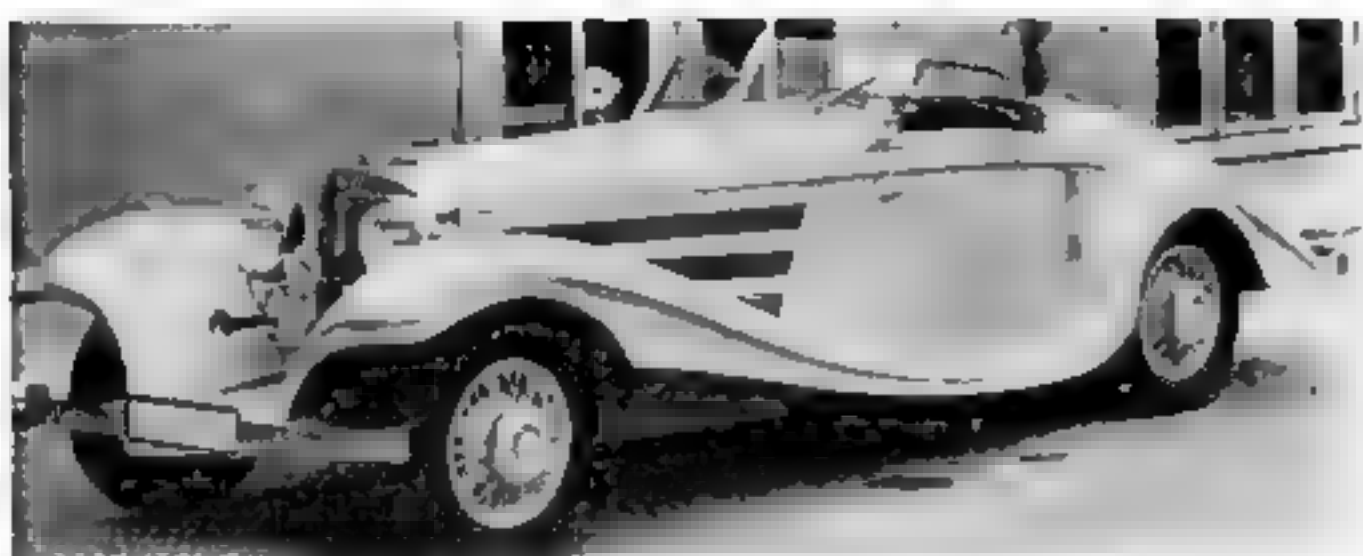
French Delage offers the first enclosed racing car. It is a 12-cylinder, 4-passenger job, with a one-piece rounded windaheld. Note the stabilizing fin at back.



Italian Fiat Batilla (8050) has the smallest four-cylinder engine in the world which is placed ahead of the front wheels, thereby giving the necessary leg space.



German Adler sedan can practically be transformed into an open touring car by sliding the roof back. The headlights are entirely recessed in the hood of the car.



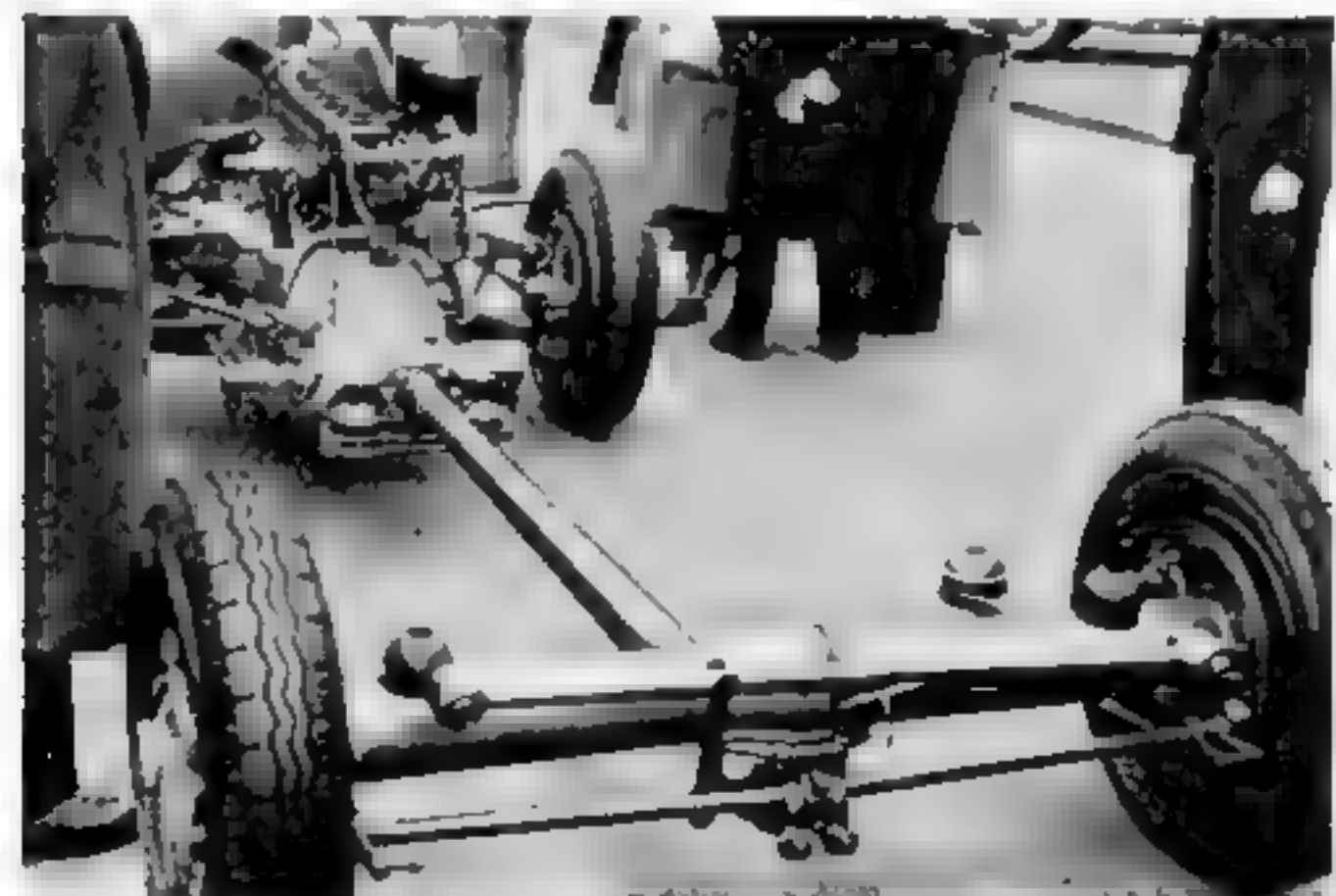
German Mercedes-Benz is one of the smartest of European sporting cars. Its roaring motor draws the attention of the crowds, makes the driver feel important.



French Bugatti is this spectacular combination of curves and angles. This powerful, speedy convertible coupé looks wide but has narrower than average track.



French Berliet uses charcoal gas as motor fuel. In the rear of car is a tank which holds charcoal, produces the gas. Next year all Italian trucks must use such gas.

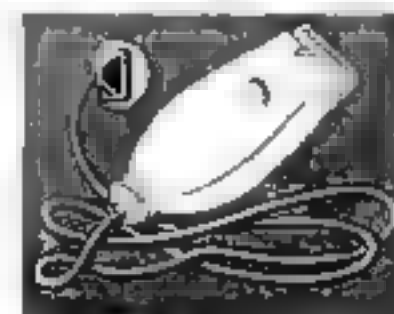


French Panhard-Levassor has eliminated the steel frame in the chassis. Thick steel tubes envelop transmission shaft and back axle, take torque of drive.



**"Irwin's ready for the facts of life.
He's using my
REMINGTON RAND Electric Shaver!"**

You can't keep a thing from today's young hopefuls... least of all your **Remington Rand Electric Close-Shaver**. Here is an electric shaver that delivers a really close, fast shave. Its new-type, precision-built shearing head lets you shave from almost any angle—actually "gets under your chin"! Its combing-bar lifts up flat, hard-to-shave hairs. Reserve your Remington Rand Close-Shaver at your dealer's today. \$16, complete with cord and handsome leather zipper carrying case.



General Shaver Corp., Bridgeport, Conn., a division of Remington Rand Inc.

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GIVES EXCLUSIVE PROTECTION...



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MEN, meet the new Amity "Director"—a man's billfold, made for men. Plain-tailored of finest top grain leathers—no gadgets. Big enough to hold everything without bulging. Convenience and protection features you've never seen before in any billfold...

(1) Secret currency pocket. (2) Concealed pocket for unpaired keys. (3) Free registration service for your protection in case of loss. (4) Branded genuine leather. (5) Saddle horn pocket. (6) Card flap. (7) Shaking away prevents bulging when filled. (8) Edges turned and stitched for longer wear and than construction.



DOWN TO YOUR LAST DOLLAR? No—you keep the small bills in the regular currency pocket. Big money is concealed behind a leather flap. (See below.)



YOU WANT HIS BILLS HERE?—in the "Director's" secret pocket, where they are concealed from view by a leather flap that looks like the lining of the billfold. A real protection feature.

CARD POCKET

Holds identification cards, etc. into instant view. Various cards identified and protected by transparent cases of different color.

CARRY DUPLICATE KEYS

To your car and home in this concealed key pocket and avoid being accidentally locked out—keys can't fall out—easily removed when you need them.

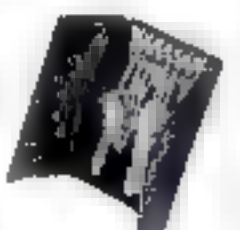


See the Amity "Director" at your dealer's. If he can't supply you, order from AMITY LEATHER PRODUCTS CO., WEST BEND, WIS., makers of *AMITY* and *Rolf*, fine leather products.

All "Director" billfolds expertly tailored of finest top grain leathers at a modestly priced according to the kind of leather used. No. 600, brown steerhide \$1.50. No. 602, brown calf, lined, \$5. No. 609, black pin seal \$1.50. No. 611, brown ostrich, \$10.

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MOVIES

HOLLYWOOD CATS REFUSE TO BE DIRECTED

Photograph for LIFE by Margaret Bourke-White



A roomful of cats was called for by Samuel Goldwyn to make a comedy scene in his *Goldwyn Follies*. Besieged with more than he wanted by the small boys of Hollywood, Producer Goldwyn bought 300 at a cost of \$1,000. The cats were supposed to rush into the office of a Broadway pro-

ducer (Adolph Menjou), swarm over him and his desk. Instead they refused to leave their anteroom. The director tried meat, fish, catnip, finally lured a few with butter. In the picture (above) the Ritz Brothers (in *cutaways*) are peering into the anteroom to see where the rest are.

While the cats were prowling about the floor, crawling under chairs, scratching fleas and peering through Venetian blinds, an agent of the S.P.C.A. arrived at the studio, representing irate owners of missing pets. The director shot his scene, dumped all 300 cats on the non-plussed agent.

MOVIE OF THE WEEK:

Stand-In

Hollywood makes a movie about itself and a banker

Hollywood's current fit of self-consciousness began last spring. The huge box-office success of David O. Selznick's *A Star Is Born* persuaded other producers that a gold mine lay within their own studios and they have been busily working it ever since. *Stand-In*, a Walter Wanger production, is the latest nugget and a pretty good one.

This Clarence Budington Kelland story, much rewritten, concerns one Atterbury Dodd, the bright young man of a New York banking house, who goes to Hollywood to rescue one of the bank's bad investments, Colossal Film Co. Considering the general contempt in which banker-producers are held by Hollywood, Atterbury Dodd is treated with remarkable sympathy in the movie. He starts off with the idea of running the studio by pure mathematics but is won over to a more human viewpoint by the stand-in (Joan Blondell) of the great star, Thelma Cheri. Together they uncover and foil a rival producer's plot to wreck Colossal.

Hollywood's picture of itself in this movie is outright satire. The director is a temperamental boor who refuses to go on with an Alpine scene until the property department procures real edelweiss from Switzerland. The star is an overmarcelled ham actress. The pressagent is a character so noisome that Banker Dodd hides to avoid him.

Producer Wanger did a shrewd bit of casting when he picked Leslie Howard for the leading role. In a comic part like nothing he has ever done before, Mr. Howard gives one of his most engaging performances.



The banker's first adventure in Hollywood occurs when Joan Blondell jumps into his limousine, explaining that her feet are tired. Banker Dodd (Leslie Howard) listens in bewilderment to chatter of such unfamiliar characters as Shirley Temple and Clark Gable.



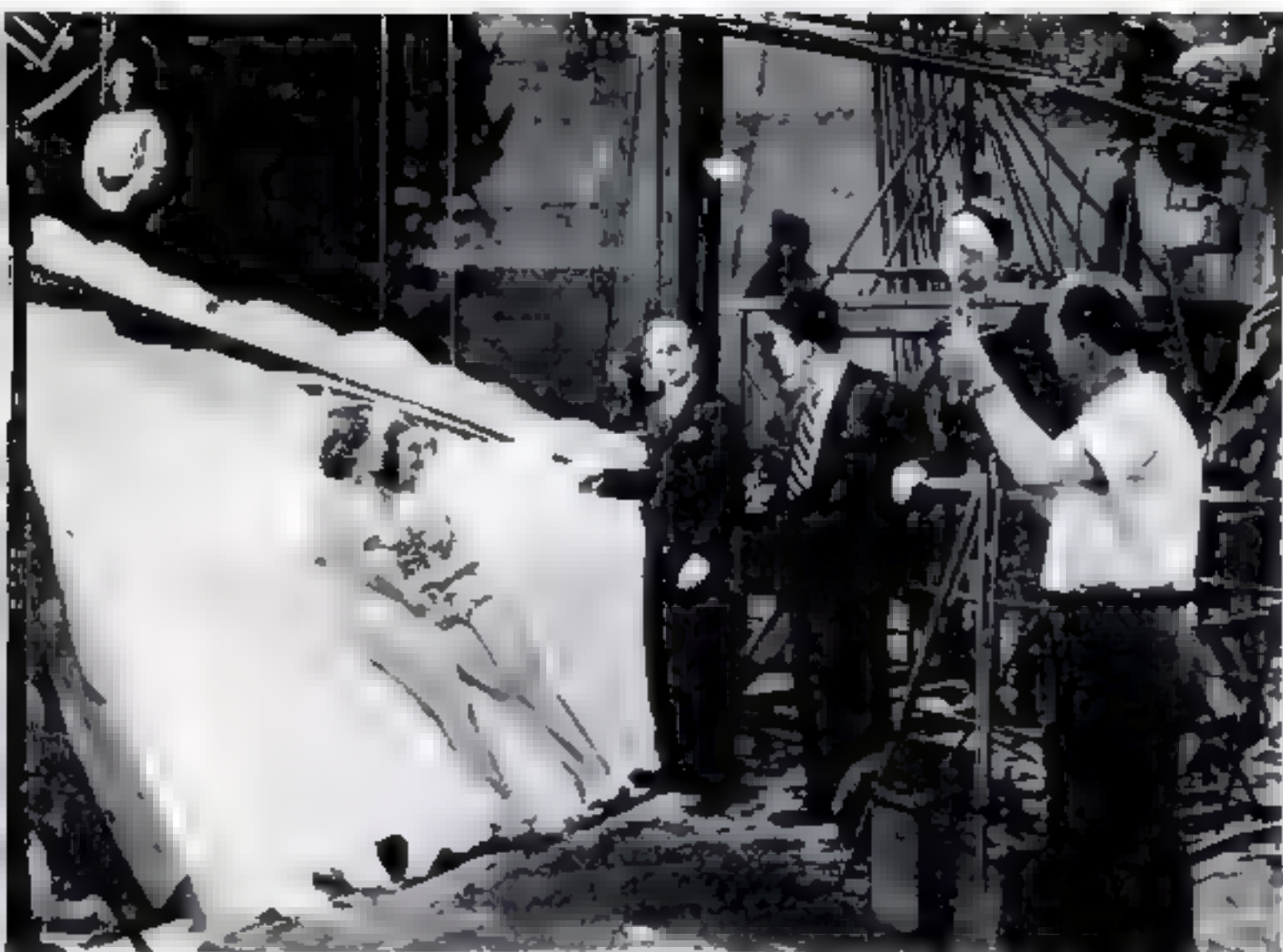
He finds a director (Alan Mowbray) in a tantrum because the property department has given him a sprig of artificial edelweiss for his Alpine snowstorm scene. Banker Dodd inquires if it will make any difference in a snowstorm, receives a look of horrified pity.



A stand-in's job is sometimes more than just standing. In this scene Joan Blondell, as the stand-in of the movie, has to walk a treadmill while cameramen prepare to film an "Alpine" scene in the studio. When cameras and lights are ready the star will replace her on the treadmill.



He rings a doorbell of a boardinghouse, steps back in alarm as the door is answered by an extra dressed as Abraham Lincoln. The extra is Charles Middleton who, in real life as well as in the movie, has made a career of acting Lincoln at first on stage and later on the screen.



He steps into a publicity setup and is ordered to "Hold it, Mr. Dodd. We want you in the picture." The two girls are posing for some "leg art" against a "snowbank" of cotton wool. Beside Dodd is the noticeable press agent, above his head, a microphone boom.



He is socked in the eye by the director, becomes the laughing stock of the movie colony when he does not hit back. Atterbury deduces that the director is in league with a rival producer to make flops with Thelma Cheri, the outdated star, and thus wreck the studio.



He is trampled by the studio workers who blame him when the studio is closed down, march angrily to the gate. Atterbury himself has been fired. He jumps up, induces the workers to return and hold the studio until he can remake Thelma Cheri's latest flop picture.



The great star of the movie-within-the-movie is Thelma Cheri (Marla Shelton) whose career really ended, as her frank producer tells her, when the Hays Office required her to act with her face instead of her hips. Her jungle picture is saved from being a complete flop by the producer and Banker Dodd, who cut out most of Miss Cheri's scenes, make a gorilla the star.



The title *Stand-In* and the character of Atterbury Dodd are the creation of Clarence Budington Kelland, but the plot, gags and dialog of the movie were done by the two gentlemen above. They are Graham Baker (left) and Gene Towne, Hollywood's most successful, prolific and apparently lunatic writing team. In selling a story idea to a producer they will take off coats, ties and shirts, roll on the floor in hysterics at their own gags, weep elaborately over their tragic scenes. They resign an average of once a week, returning to work the next morning. Their recent pictures include *You Only Live Once* and *History Is Made at Night*.

Stand-ins belong to an exclusive profession

(continued)

At some point in the early history of the cinema, stars rebelled at standing on sets while cameramen and electricians got everything ready to shoot a scene. The technicians tried using dummies, but could not get the right lighting, so stand-ins came into being.

A stand-in must be of the same height and build as the star, with similar complexion and hair. Often the stand-in wears an identical costume. Some stand-ins look like their stars, but this is not essential and only a few stand-ins were close enough copies to get into the movie which Columbia recently made with stars' "doubles" (LIFE, Oct. 18). Warner Baxter has a stand-in who is not only a perfect copy but has learned to walk and talk so much like Baxter that studio employees are continually fooled.

The profession of stand-in is exclusive because only the more important players have them. Their salaries range from \$35 to \$75 or more per week. Since they are constantly before the eyes of directors, many stand-ins eventually get their own chance in the movies.



The stars of "Stand-In" had stand-ins of their own while making the movie. In the top picture Richard Foster is standing in for Leslie Howard and Connie Rue for Joan Blondell, while an electrician directs the lighting and an assistant cameraman measures for focus. In the bottom picture, Mr. Howard and Miss Blondell replace the stand-ins to do the scene.



WARNER BAXTER (LEFT) AND HIS STAND-IN, FRANK MCCRATH



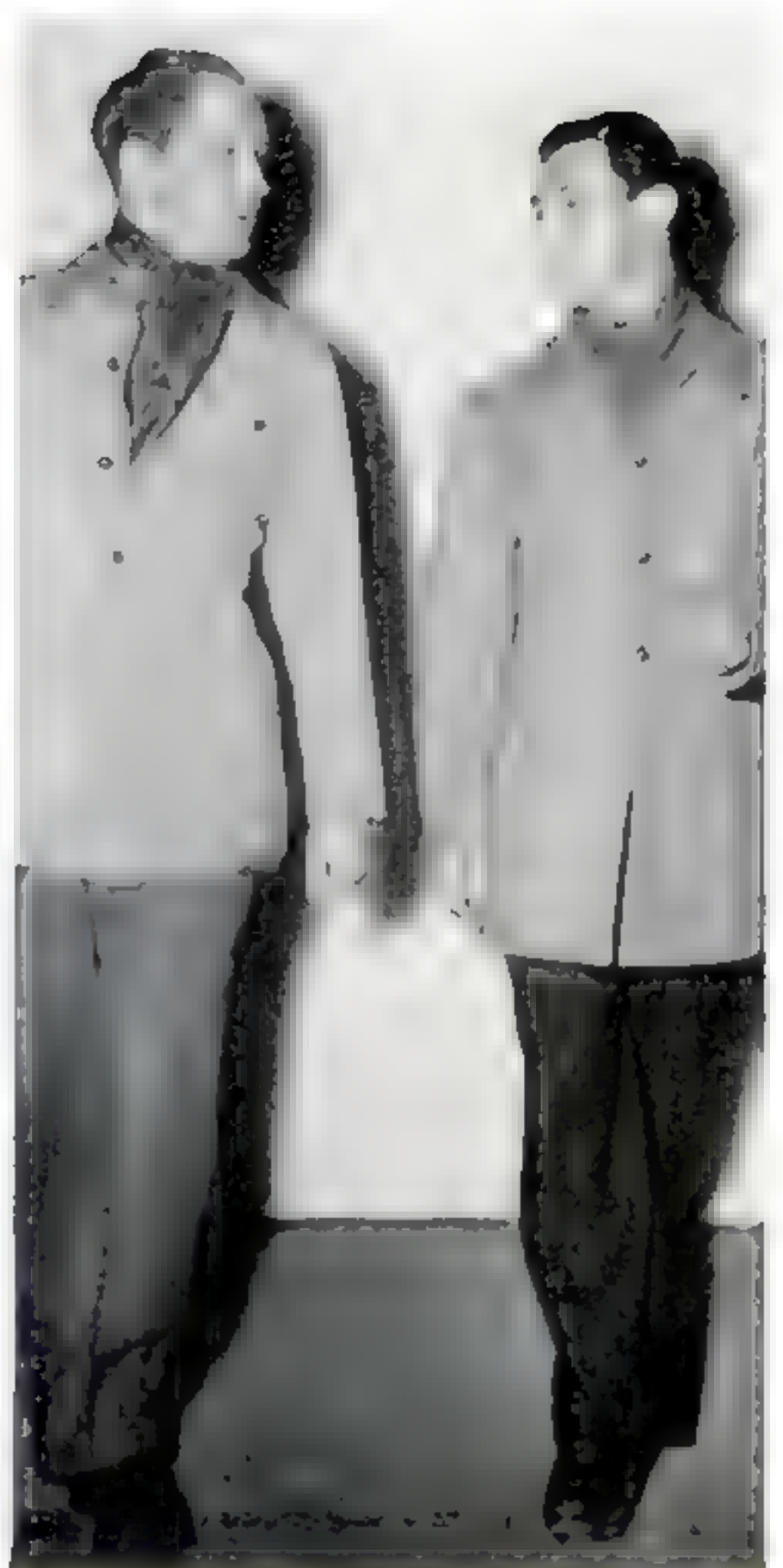
SHIRLEY TEMPLE (LEFT) AND HER STAND-IN, MARY LOU ISLEIR



JOAN CRAWFORD (RIGHT) AND HER STAND-IN, KASHA HAROLDI



GARY COOPER (LEFT) AND HIS STAND-IN, JAY ("SLIM") TALBOT ON THE MARCO POLO SET



FREDRIC MARCH (LEFT) AND STAND-IN, JACK LEEMAN



BETTE DAVIS (LEFT) AND HER STAND-IN, SALLY SAGE



JANET GAYNOR (RIGHT) AND HER STAND-IN, MARY JANE IRVING



WILLIAM POWELL (LEFT) AND HIS STAND-IN, DR. W. W. DEARBORN

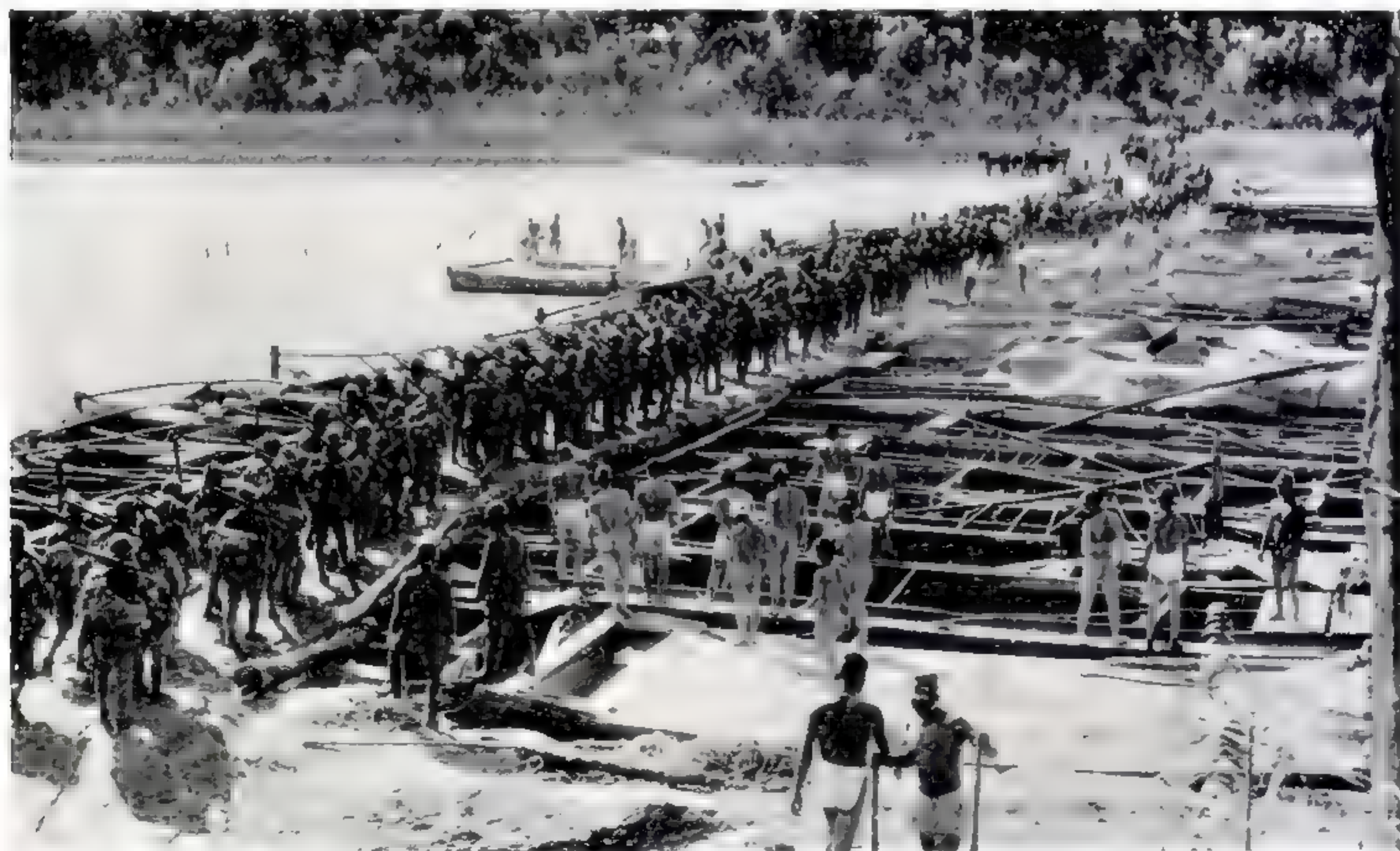
THE CAMERA OVERSEAS: THE YELLOW RACE LOOKS AT ITS DEAD IN WAR



A lone Chinese stopped to look at his friend, Oct. 7, on the war-torn field of Tuzhuang, midway in the 20 miles of trenches north and west of Shanghai. A shrilling, furious

host of Chinese has just passed on a countercharge but one fell out of line to reflect on what a shell blast does to a man. On Oct. 22, the Japanese advanced once more over this

crucial ground and new Chinese bodies. Later the Chinese counterattacked again, found this hummock blown clean of shrubs and the ground covered with new Japanese dead.



A better prepared army than the Japanese divisions rolling down the railways of North China, the world has rarely seen. Planned Japanese thoroughness supplies its armies

not only with mayors and law-&-order proclamations for conquered Chinese villages but also with good swimmers trained to build pontoon bridges in chilly autumn weather

Above, the hardy men in (and out of) loincloths proudly watch how their handiwork stands up under the Japanese column crossing the Lau River in the country south of Paoing.

THE SPANISH CELEBRATE "THE DAY OF THE RACE" WITH WAR



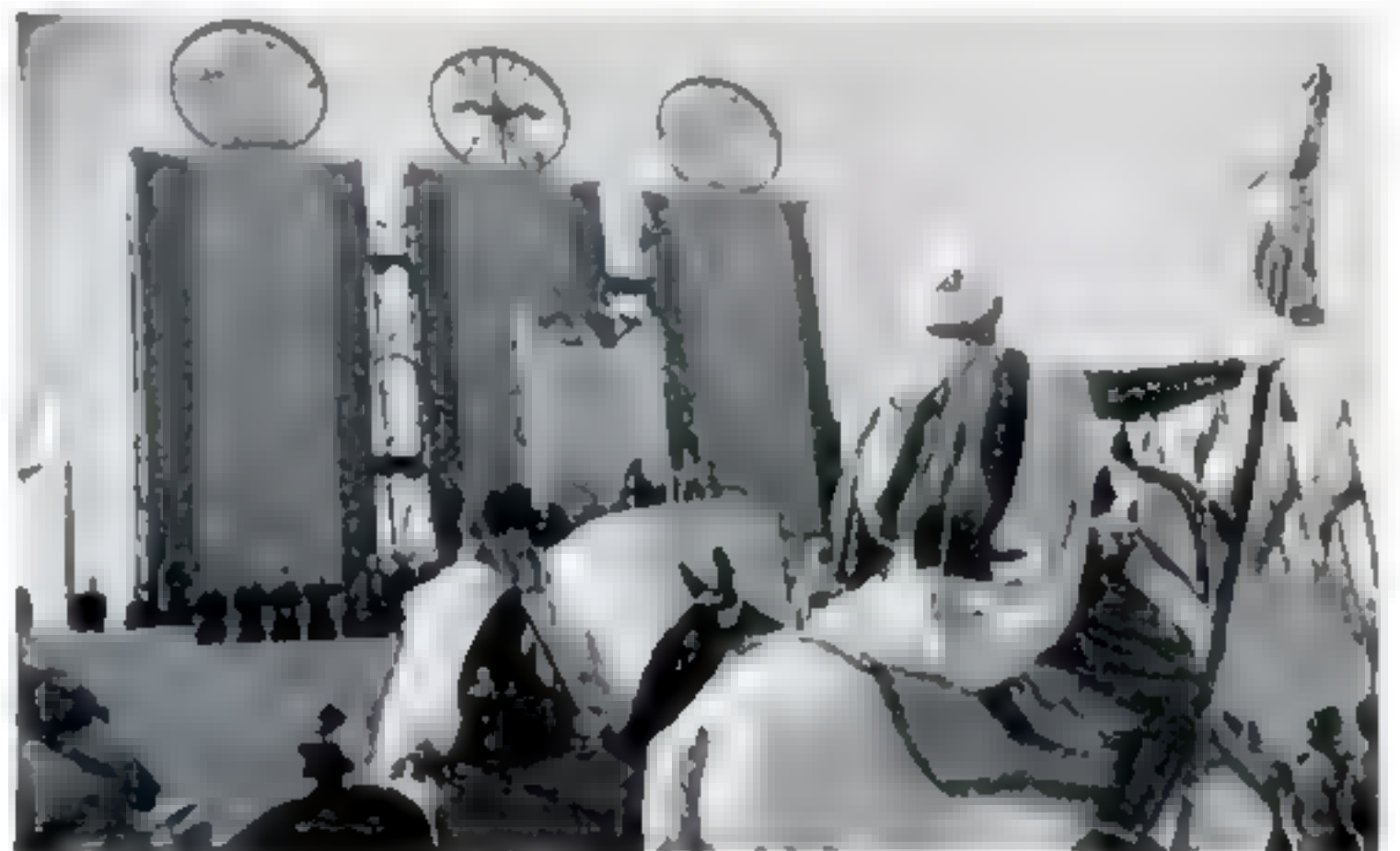
General Franco salutes detachments of out-and-out Spanish Fascists, the so-called Falangists, on the great "Day of the Race" festival at the Rebel centre of Burgos, Oct. 12.



35,000 pro-Franco adherents assemble Oct. 12 in the new Fascist stadium just outside Burgos, the Spanish Rebel centre. The Rebels are expert at this kind of festival pomp.

In 22 Spanish-speaking nations, Oct. 12 is "The Day of the Race"—the birthday of the greatest man Spain claims, Christopher Columbus, an Italian who discovered the hemisphere where now lies most of the Spanish-speaking world. To Generalissimo Franco's Spanish Rebels, favored by most Latin-American countries, "The Day of the Race" this year was a chance for a big show in Burgos' new stadium, shown on this page. Never before had Franco acted so much the Fascist Duce-Leader as he gave the salute to some 35,000 Spaniards gathered from as far as the Canary Islands.

Nine days later Franco's own Spanish troops captured Gijon and ended the war in the north of Spain. That gave him these 75,000 troops and 120 planes with which to 1) assault Madrid again, or 2) knife at the communications between Madrid and Valencia, or 3) smash a Loyalist offensive now poking at Rebel-held Saragossa. He still has six weeks to fight before the snow freezes his war in for the winter.



Franco's Moorish guard ride past the pylons topped with (centre) the Falangist fisted arrows and on both sides representations of two of the ships Columbus sailed to America.



Rebels have soon Madrid, white and beautiful against the horizon, for twelve months. On the eve of "The Day of the Race," Oct. 12, they gave it its worst shelling of the

war. Ernest Hemingway occupied himself in a Madrid hotel counting shellbursts, got up to 1,152 when the shelling suddenly stopped at 10:30 p.m. sharp. Three hit his hotel.

The large white building is the National Palace on the Manzanares River west of Madrid and the tallest spire dimly seen is the International Telephone & Telegraph Building.

THE CAMERA OVERSEAS: PROVINCIAL FRENCHMEN VOTE SUPPORT OF THE POPULAR FRONT

On Oct. 10, some 8,000,000 Frenchmen (and no women) voted on the Popular Front. A week later they voted again in cantons where no candidate had been elected by a clear majority. Of them, 1,650,000 went Socialist, 1,600,000, Radical Socialist (actually conservative Socialist), 1,200,000 went for the Rightist Republican Union and 1,100,000, Communist. The first two and last make up the Popular Front. Socialists

made the biggest gain and Radical Socialists held their balance of power.

On these pages are pictures of election day in the city of Monthuçon (population 35,000) in central France. There bearded Marx Dormoy, *below and right*, onetime Mayor and now the Minister of Interior, vigorously campaigned among his old friends. French campaigning means buying drinks all day in cafes. Minister Dormoy was elected on the first ballot.



Candidate Dormoy (*center*) buys Sauternes sherry for voter friends in Monthuçon. A lifetime Socialist, he was named for Karl Marx by his Socialist father. Hearty dislikes Communists.



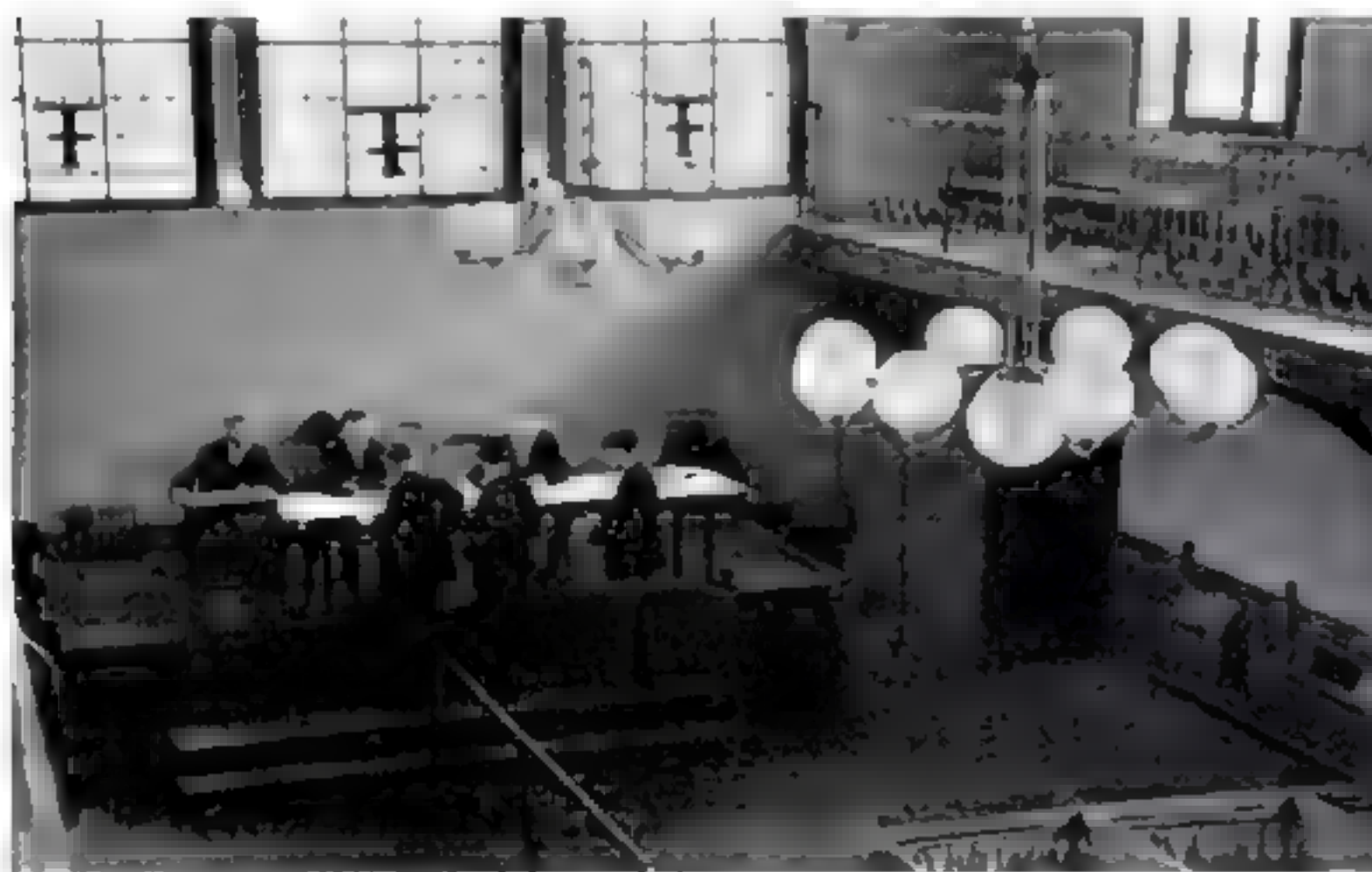
A toast and a sip are taken by candidate and constituents. No insult is considered if the candidate does not always finish his drink, since he must take refreshments before election.



Countrymen, dressed in black formal clothes, stream into Monthuçon on election day, talk games, politics in cafe corners and then go to cast their votes in the Town Hall (*below*).



Wives come to town with their husbands but do not vote in France. They bring a picnic lunch which they eat in the *cafés*, washed down with a quart of cheap red wine.



The Election Board in Monthuçon's Town Hall takes names of voters who have just marked their ballots in the booths (*bottom corner*), shown again at right. Ballot box is left of table.



Voting booths, curtained on two sides, are littered with scrapped ballots. These citizens gave most of their votes to Socialists and Radical Socialists and endorsed a "pause" in reforms.



The Oct. 10-17 elections in France were for general councils and *arrondissement* (district) councilors in 3,027 cantons. Part of the job of these councilors is to advise Federal appointees. Another part is to elect Senators. Because the reactionary French Senate forced the resignation last June of So-

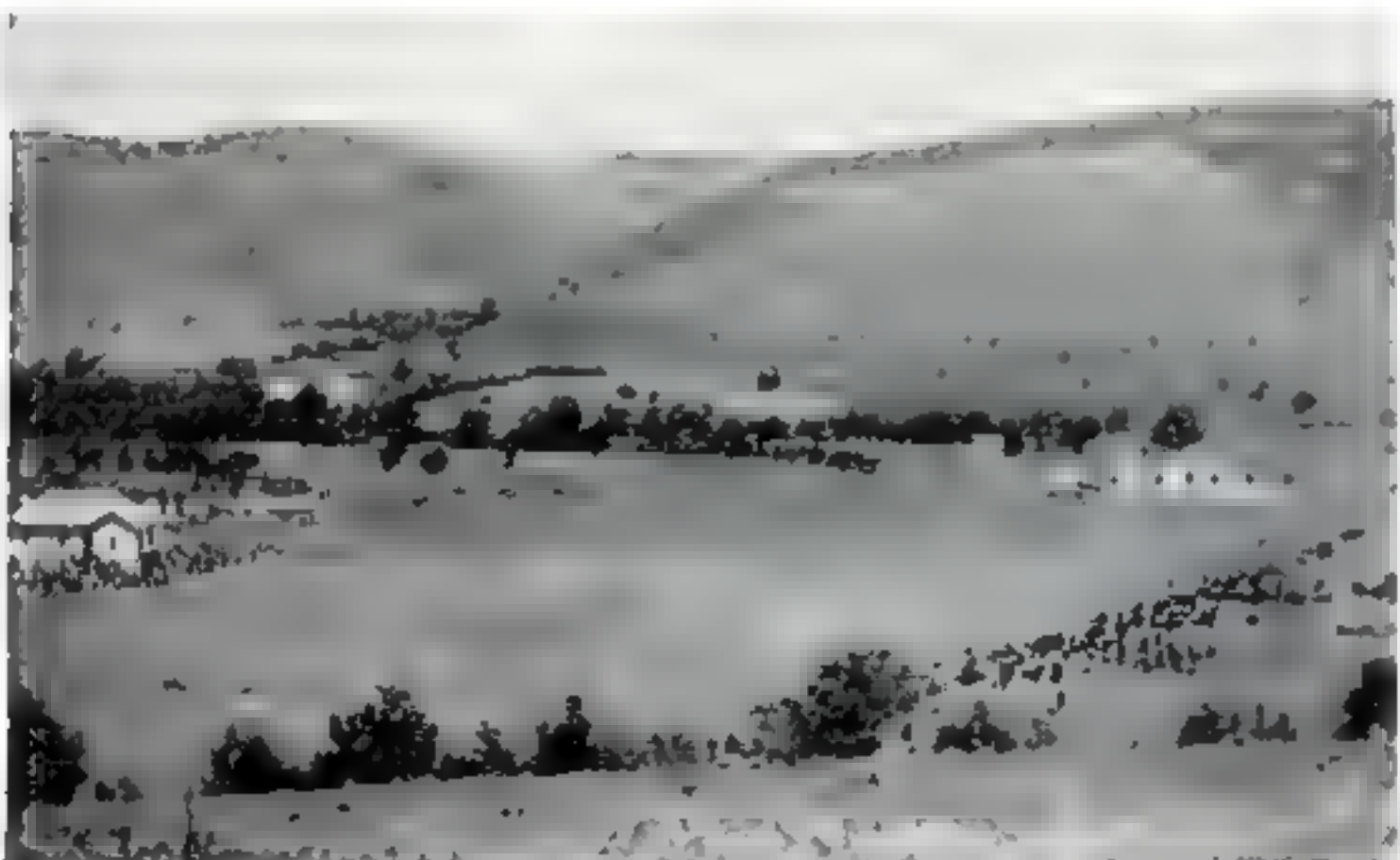
cialist Premier Leon Blum who gave way to Radical Socialist Premier Chautemps, the Popular Front this time made a fight of these elections, got a vague endorsement from the returns. But local issues and local personalities were often more important in the results than national issues. There was some

comfort for every party except the extreme Right. The faces on these pages of voters in Montluçon are to a great degree the face of France. At lower right, however, the men are Paris newspapermen in the Ministry of Interior getting the final returns by telephone from the provinces.

THE CAMERA OVERSEAS: THE BULGARS HAVE HAD TSAR BORIS FOR 19 YEARS, NO PARLIAMENT FOR 3



Tsar Boris, naturally chief actor in his own party, Oct. 3, at Popovo in northern Bulgaria (above), presents a new standard to a commander while wearing the Cross of St. Cyril and Methodius and the Star of Valor. Just across the Rumanian border same day, Rumanians welcomed French Chief of Staff, General Gamelin, fretting about Bulgar rearmament.



Closed border between Bulgaria and Yugoslavia was opened last May. Bulgars showed up (right), but Yugoslavs (left) at Kalotina kept a field between themselves and Bulgaria.

Bulgaria is probably Europe's most "remote" nation. On three sides are nations that took Bulgar territory after the War. On the fourth lies Russia's Black Sea. On Oct. 3, Bulgaria's Tsar Boris III, present unconstitutional dictator of this forgotten land, celebrated the 19th anniversary of the day the Allies booted his sly, bearded father, Ferdinand, off the Bulgar throne for siding with the Germans. (Ferdinand now lives in Germany.) This year Bulgaria has witnessed the 60th Anniversary of the day the Bulgars (some of whom are seen below) beat the Turks after 500 years of stupefied slavery.

Of his father's famed faults, Boris III has only arbitrariness. He has not permitted Parliament to meet since 1934, but he is generally well liked by the Bulgars. His wife, Giovanna, an Italian princess, is now angry at him because he violated his marriage promise to the Pope to baptize their children Catholic.



FURS AND TOQUE FOR THE QUEEN, A STEEL HAT FOR THE KING



Revolutionary veterans of the famed Battle of Shipka Pass against Turkey in 1877 were honor guests at the Tsar's party, Oct. 3. Bulgars are excellent fighters, far superior to the surrounding Serbs, Rumanians and Greeks but the world did not know there was a Bulgar race until Gladstone made a celebrated protest against a Turkish massacre in 1876.



Better luck for border kinsmen who had not met since the War came at Ghrushevo when both Bulgaria and Yugoslavia let their people fraternize at the barbed-wire border.



Bulgaria's Parliament in Sofia has been empty since 1934. Above, dust cover on the chair of the President of the Assembly under a fine full-length portrait of Tsar Boris.



Sofia's Central Jail is popularly known as Bulgaria's "University for Democracy" because nearly every important Bulgar politician has done time in it. Notice priest on a visit.



CHRIST OVER MAMA DMITROFF'S ORGAN ENRAGES HER COMMUNIST SON

A strange case is the doughty old lady shown at right and above. So ably did she raise her son Georgi to be a Communist that he is now Secretary of the Moscow Comintern to foment World Revolution—Georgi Dmitroff who, when on trial by the Nazis for the Reichstag Fire, baited Prussian Premier Hermann Göring into a shaking, gibbering rage. Afterwards Mama Dmitroff tottered into the frigid presence of Prussian officials to ask for her acquitted son's release, eventually got it. Proudly she visited Moscow to pose with Mama Stalin, Bela Kun and the generals of the Dmitroff Regiment. Now she wants to end her days in her old home in Sofia. Surprisingly, the Bulgar border guards let her come back. Though a Communist, she staunchly keepsa Jesus Christ's picture in her parlor (above), over Georgi's shocked protests.

Other politicians do not fare so well in Bulgaria today. On Oct. 13, 42 Bulgar politicians handed Boris' secretary an emphatic petition demanding the restoration of Parliamentary government and free elections. Boris considers that Bulgaria's 40 political parties gave Bulgaria the world's "worst government," wants the electorate to vote for "decent people, instead of parties."



Mother of Bulgaria's best known exile is Baba Parashkeva Dmitroff, whose Communist son Georgi was the hero of the Nazi Reichstag Fire Trial and is now Secretary of the Comintern.



JUPITER (ALFRED LUNT), DISGUISED AS AMPHITRYON, FINDS MORTAL PLEASURE IN HAVING LOVELY ALKMEANA (LYNN FONTANNE) DARN HIS SOCK

THE LUNTS, WORLD'S GREATEST ACTING TEAM, AGAIN MAKE FUN OF MARRIED LOVE



Both pictures on this page show Alfred Lunt and Lynn Fontanne, the theatre's greatest married team. In play after play they depict couples beset by marital woes. In their newest play, *Amphitryon 38*—so-called because it is the 38th version of this Greek legend—Miss Fontanne plays the constant wife of a Theban soldier. From the plaster body on *LIFE*'s cover, Olympian Jupiter (Alfred Lunt) looks down at her, falls in love with her, assumes the guise of her husband to win a night of love with her. Thereafter he revels in a domesticity only mortals can know (*above*). But when he returns in Jovian beard and mantle (*below*), he discovers that she prefers a mortal husband to a godly lover. *Amphitryon 38* opened in San Francisco last summer (*LIFE*, July 12), is due to reach Broadway Nov. 1 after a brief road tryout.

Despite their stage laughter at married love, the Lunts are conspicuously happy in their own married life. By tacit agreement with the Theatre Guild it is provided that, if sent out of New York, they must act together in the same play. Though each is a star in his own right, it was only after they began acting as a team that they achieved the pinnacle they now hold. Indeed, it took marriage to change the "scraggly, friendly girl with a raucous laugh" whom Noel Coward knew in 1919 into the regal Lynn Fontanne who, now past 50, is still one of the most glamorous figures on the U. S. stage.

The Lunts have three homes. The first is the theatre where, always together, they spend most of their waking hours. In addition to rehearsing and acting in it, helping direction, checking on costumes and scenery, Alfred is the newest member of the Theatre Guild's managing board of seven. Off-stage hours they spend mainly in their apartment in New York's East 70's where the walls have been covered with flower designs painted by Mr. Lunt and Richard Whorf, the actor who is Mercury on the cover.

But most cherished of the Lunt homes is their 80-acre farm at Genesee Depot, Wis., 35 miles from Milwaukee, where Alfred was born. Here they inhabit a small farmhouse of Swedish design and a studio resembling a peasant cottage. Nearby, on the same farm, is the old-fashioned farmhouse of Mrs. Harriet Sederholme, Alfred's mother. During the summer theatre lull the Lunts get up at 6 a.m., cultivate vegetables, flowers and herbs, make jelly, paint Swedish designs on the walls, collect Swedish antiques, swim in their concrete pool, relax from the strenuous business of being, for the other nine months of the year, America's smartest theatrical couple.



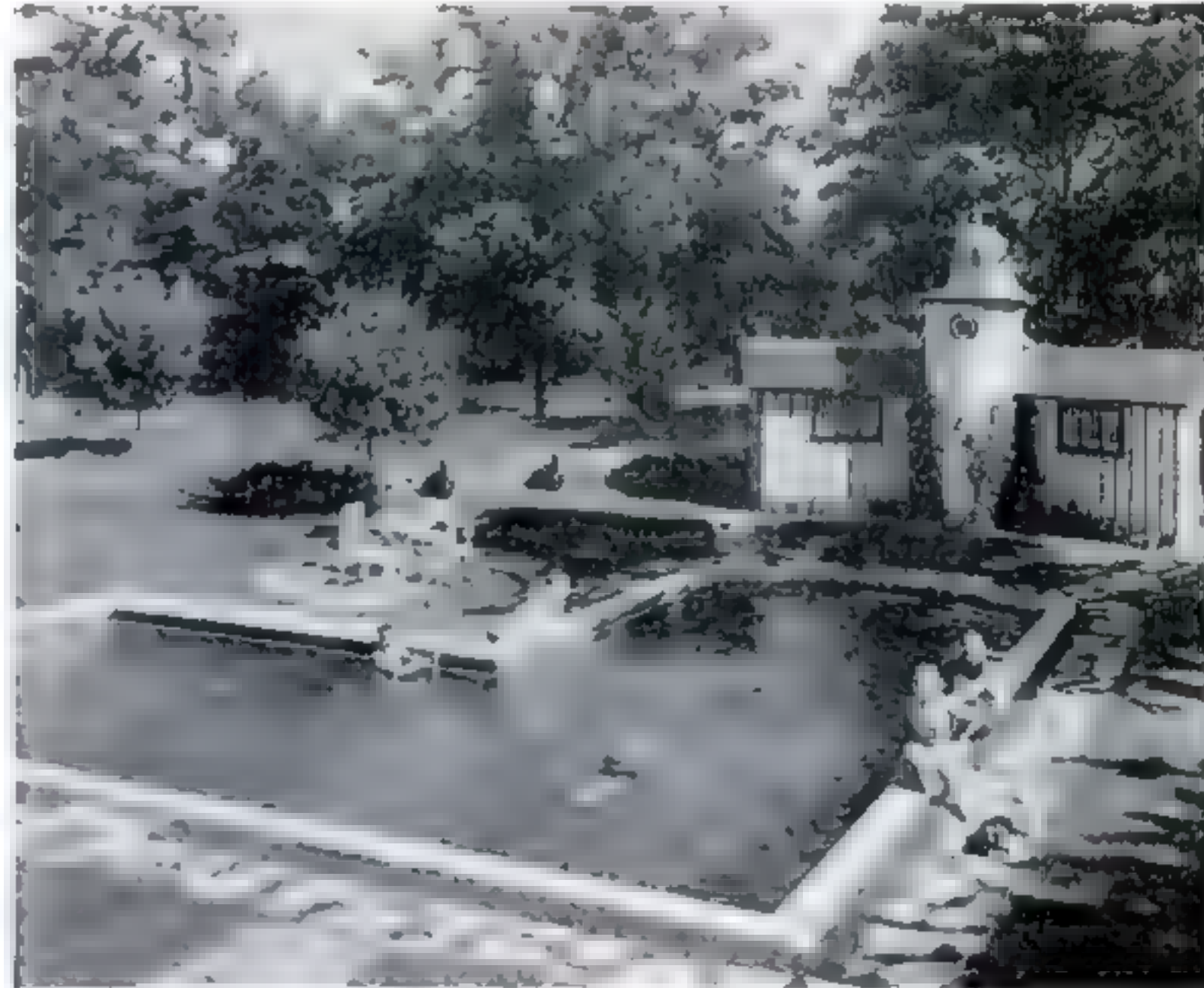
The Lunt stage kiss is, according to Lynn, "strictly impersonal." But Alfred says that acting with her gives him a "liberty one takes only when the heroine is also a wife."



Backstage, amid musty scenery from former plays, the Lunts rehearse constantly. When not freshening up their current production, they are preparing to stage the next.

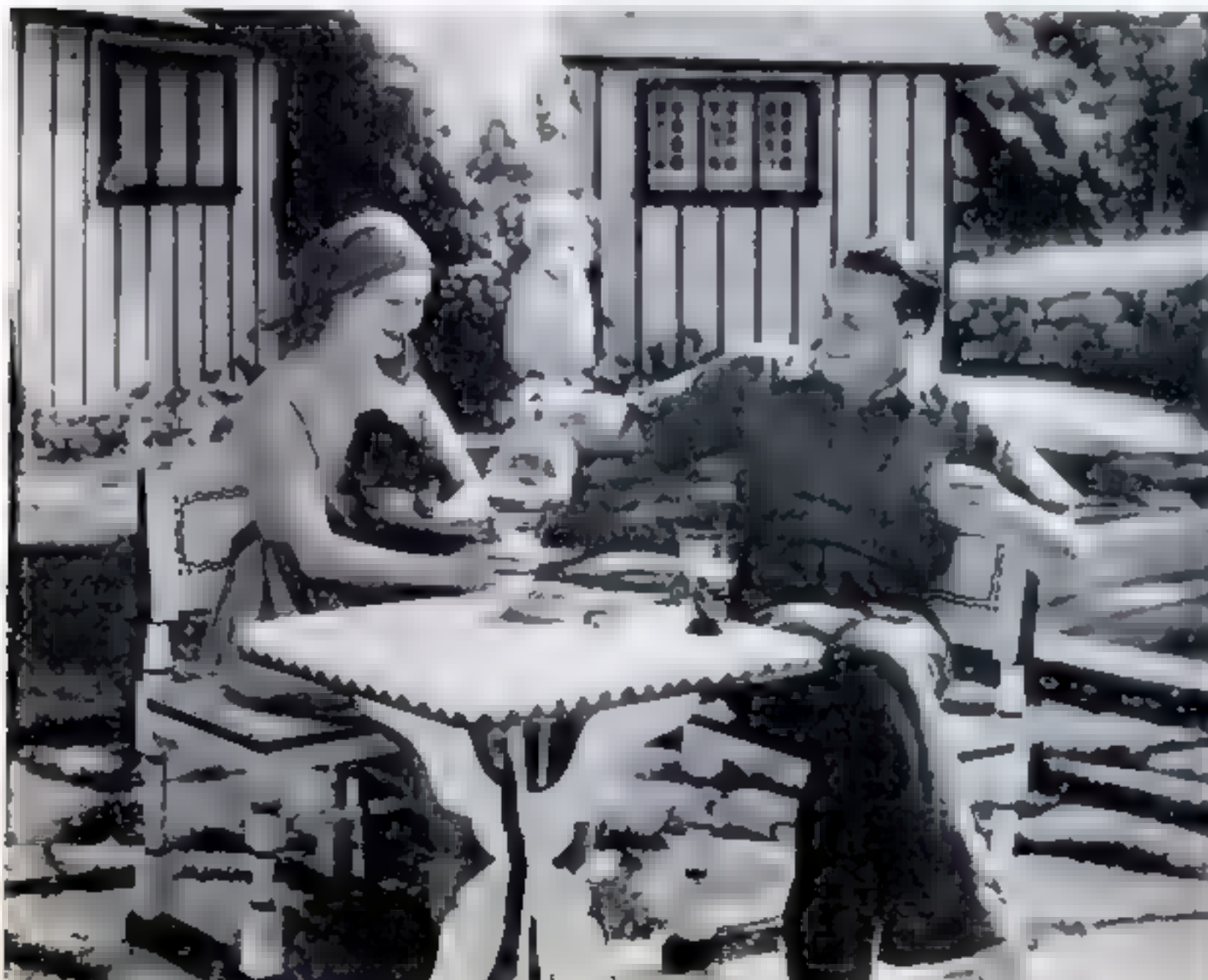


SUMMER MORNING FINDS THE LUNTS IN THEIR GENESSEE GARDEN



AT MIDDAY THEY WATCH THEIR GUESTS SWIM IN THEIR POOL

IN THE AFTERNOON THEY SIP REFRESHMENTS BEFORE THE STUDIO



CONTINUED ON NEXT PAGE

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THE LUNTS MAKE FUN OF MARRIED LOVE (continued)

To theatrical love-making the Lunts bring a verve and realism rare on the U. S. stage. *Amphitryon 38* is the 16th play in which they have teamed together as man and wife, or lover and beloved. First was *The Guardsman* (Theatre Guild, 1924) which established them as America's foremost acting couple. Then came *Arms and the Man*, *At Mrs. Beane's*, *The Second Man*, *Caprice*, *Reunion in Vienna*, *Design for Living*, *The Taming of the Shrew* and *Idiot's Delight* (1936 Pulitzer Prize winner). In them Alfred wooed, slapped, kissed, boined and hugged Lynn Fontanne with a gusto that delighted audiences. Pinnacle of rough-and-tumble love-making was their roaring 1945 production of *The Taming of the Shrew* (lower right).



In "The Guardsman" the Lunts humorously elude the jealousy of an actor who, disguised as a Russian officer, seduces his wife by making love to her. When she is about to yield, Alfred reveals himself. Makes a stormy scene. But Lynn pretends that she recognized him all along.



In "Reunion in Vienna" Alfred is a deposed Habsburg archduke who returns after the War to find Lynn, mistress of his riotous younger days, married to a psychoanalyst. A gay rake, he beguiles the psychoanalyst, wins another night's rendezvous with his pre-War love.



In "Elizabeth the Queen" beautiful Lynn is disguised as England's great but ugly monarch, and Alfred as Essex for love scenes in the heroic manner. In Maxwell Anderson's tragedy, their love is wrecked because Elizabeth's love for power is greater than her love for Essex.



In "Idiot's Delight" A fool is a virile, like hooter who romances in the train to king's daughter. A stress has partner's a clumped on a girl's face in an Oratory hotel. In *The Idiot's Delight* they give their most rowdy and magnificent exhibit of juggling.



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LIFE'S PICTURES



Youngest of LIFE's staff photographers is Rex Hardy Jr., 22-year-old son of a Los Angeles attorney. He left Stanford University in his junior year to make a career in photography, joined LIFE's staff in time to make the first issue with pictures of beautiful Robert Taylor. Outstanding among his recent contributions are pictures of the week-end party at George Kaufman's Pennsylvania home (LIFE, Sept. 6) and the pictures of a Saturday Night at Benny Goodman's Manhattan Room in New York's Hotel Pennsylvania (see pages 120-24).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 18-19-21 EISENSTADT-PIX
20- CARL M. MYDANS PHOTO HENRI from R. A.
30- GEAR E. W. MOORE KIN INT. HERNAND
HUTCHINSON H. MEITH IL. BRISTOL, PAUL
BORIS
31- R. MEITH TILFORD-INT. LUCIA POST-PA
PATON, R. HOFFMAN TILFORD-INT. IN
PATON, R. MEITH INT. MARTIN MYAN
DUNTON GLOBE, H. MEITH R. BRISTOL INT.
C. H. BRISTOL INT. C. H. BRISTOL, J.
TILFORD-POST-PA PATON, ST. H. BRISTOL
INT. H. HOFFMAN R. BRISTOL
32-33 WALLACE W. KIRKLAND
34- A. P. EXC. BOL. J. MEX. HARDY JR.
35- W. H. CHINA L. A. WILKES, NEW YORK
HERALD TRIBUNE, A. P.
36- H. MEITH BRISTOL-STEPHEN A. GARDIN
37- H. MEITH BRISTOL EXC. BOL. H. MEITH A.
GARDIN
38- RALPH TOWNY
39- H. MEITH EXC. I. H. CHARLES TUDOR
40- A. P. ME
41- KURT SEVERIN from R. A.
42- KURT SEVERIN from R. A. EXC. BOL. PL.
KNOX-PIX
43- KURT SEVERIN from R. A.
44- KURT SEVERIN from R. A.
45- KNOX-PIX EXC. I. PL. KURT SEVERIN from
R. A.
46- KURT SEVERIN from R. A.
47- KURT SEVERIN from R. A. EXC. I. PL. EXC. BOL.
PL. J. H. HARD W. CORNELL
48- KNOX-PIX KURT SEVERIN from R. A.
49- KURT SEVERIN from R. A.
50- A. P. W. W. A. P.
51- A. P. W. W. A. P.
52- EISENSTADT-PIX
53- COUNTRY AMERICAN MUSEUM OF NATURAL
HISTORY CARL M. MYDANS
54- 55- 56- 57- 58- ROBERT WELLS RENT
59- LAMBERT MORGENTHAU from P. L.
60- BARREL MORGENTHAU EXC. BOL. CEN. W. W.
61- BARREL MORGENTHAU
62- P. L.
63- LOUISE DAME-WOLFF
64- A. P.
65- DE PALMA from R. A.
66- JOHN F. W. NEWELL JR.
67- P. L.
68- P. L. INTERPHOTO-P. L. P. L.
69- MARGARET BUCKLE-WHITE
70- WALTER WANGER
71- WALTER WANGER EXC. BOL. PL.
72- WALTER WANGER WALTER WANGER,
TWENTIETH CENTURY-FOX TWENTIETH
CENT. EXC. BOL. M-G-M
73- COUNTRY FOR M-G-M MELNICK INTERNA
TIONAL PICTURES-WARNER BROS. PICT.
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78- MAR. 15 from P. L. EXC. BOL. (S) PAUL
TIPPER
79- PAUL TIPPER-J. ALLAN CANN EXC. BOL. PL.
CROX KNOTT-PAUL TIPPER
80- VANDAM STUDIO-J. J. KIRK-WOLFF PRO
DUCE
81- COUNTRY THEATRE GUILD EXC. I. H. KIRK
KIRK-WOLFF PHOTO. EXC. I. H. KIRK
from P. L.
82- SCHRELMAN SYNDICATE-VANDAM STU
DIO
83- VANDAM STUDIO
84- ED JAMES
85- INT.
86- W. W. ACME-A. P. ACME-INT. A. P.
87- PAUL DORNEY REX HARDY JR. H. ACME
P. L. W. W.
88- ACME W. W. MORGAN
89- BOTTLE from GLOBE
120, 121, 122, 123- REX HARDY JR.

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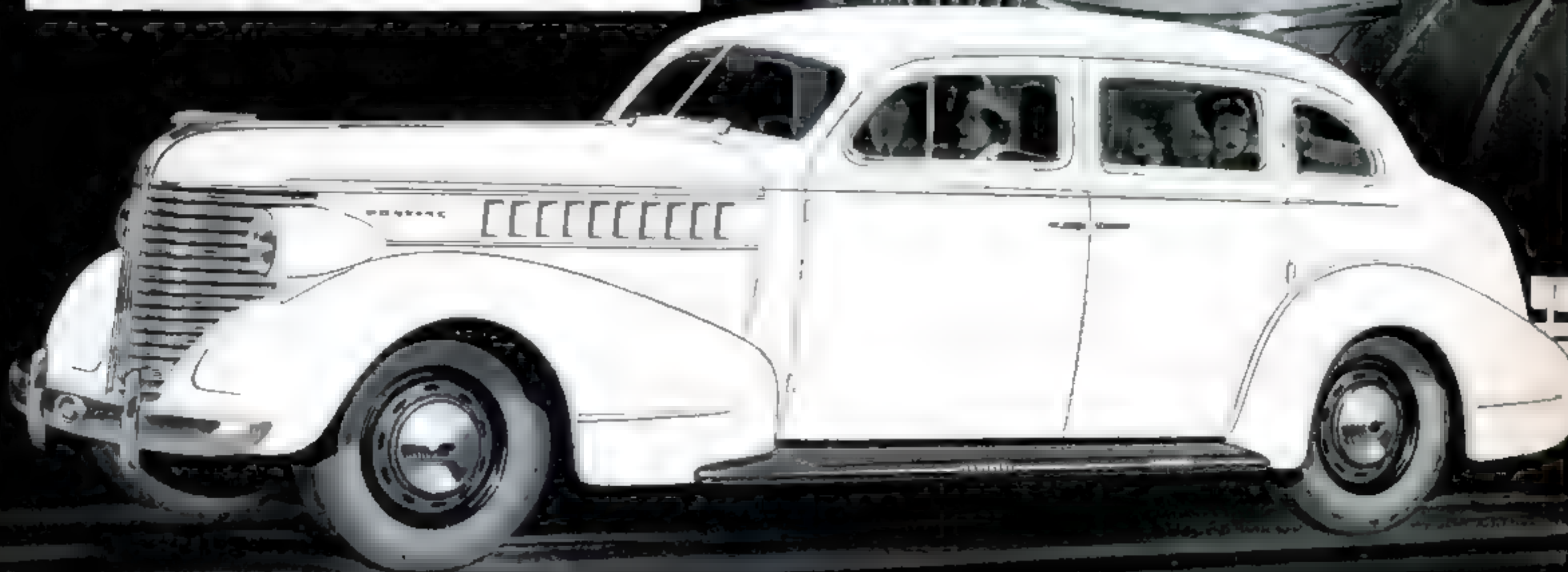
SILVER STREAK

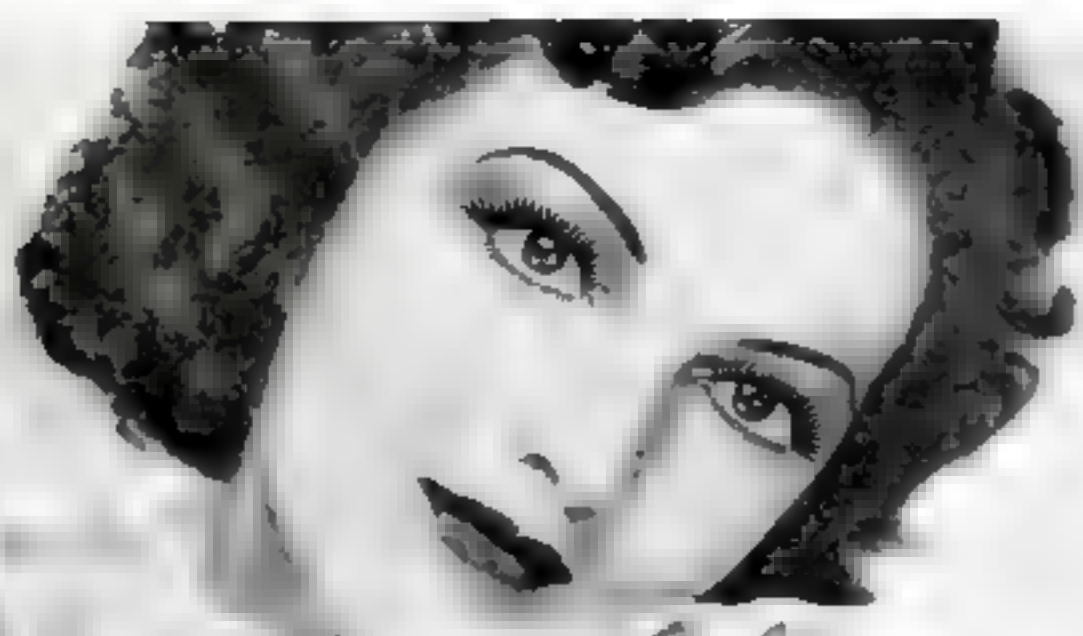
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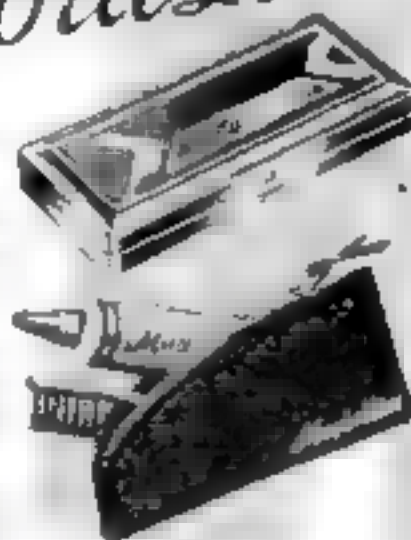
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THE SAD CASE OF PAUL AND MYRA REEVES

The Murder

At dusk on Sept. 7, four small boys were playing football near the home of Paul Reeves, 25-year-old copper roller of Iselin, N. J. Suddenly their game was halted by the sound of gunfire. They ran toward the house, saw a girl in a red coat hurry down the driveway. Neighbors who brushed past her as she fled along the street heard her gasp: "Something terrible has happened! Something awful has happened!" A few moments later police found the body of Paul Reeves, lying naked on the kitchen floor of his home, a bullet wound in his stomach, another in his leg.

Police did not have to search far for the girl in the red coat. They found her to be Margaret Drennan, 20, student at a business school.

That same night they pieced together particulars of her story: Reeves was the father of her unborn child. For several months he had harassed and persecuted her. She had gone to his house that evening at his command, but had taken along her father's pistol for protection. When she entered the door he stepped forth nude. Terrified by his advances she drew her pistol and fired.

Reeves' pretty wife, hearing the news sobbed: "I don't understand how Paul could have become involved in such a sordid affair."



Scene of the murder was this tiny cottage in Iselin, N. J., where Reeves lived with his wife and children, met death at the hands of Margaret Drennan.



Myra and Paul Reeves were apparently a happy couple. Said Mrs. Reeves: "Of course I still love him. I think it's cruel Paul should die for one mistake."



Reeves children, Paul, 5, and Emma, 2, were discovered hiding under the sheets in their bedroom when police entered the house on the night of the murder.



Blood on kitchen table showed where Reeves, wounded in stomach and leg, collapsed after Margaret Drennan had fired her pistol five times at close range.

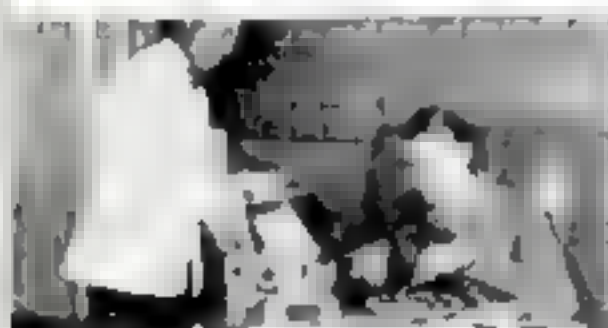


Widowed at 24, Myra Reeves wept bitterly at her husband's funeral. Hundreds were disappointed when the service took place hours ahead of schedule.

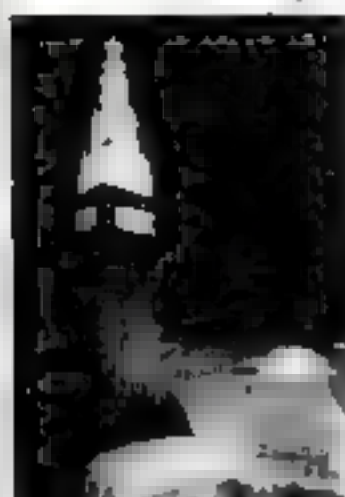
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COMFORT AND FRIENDLINESS
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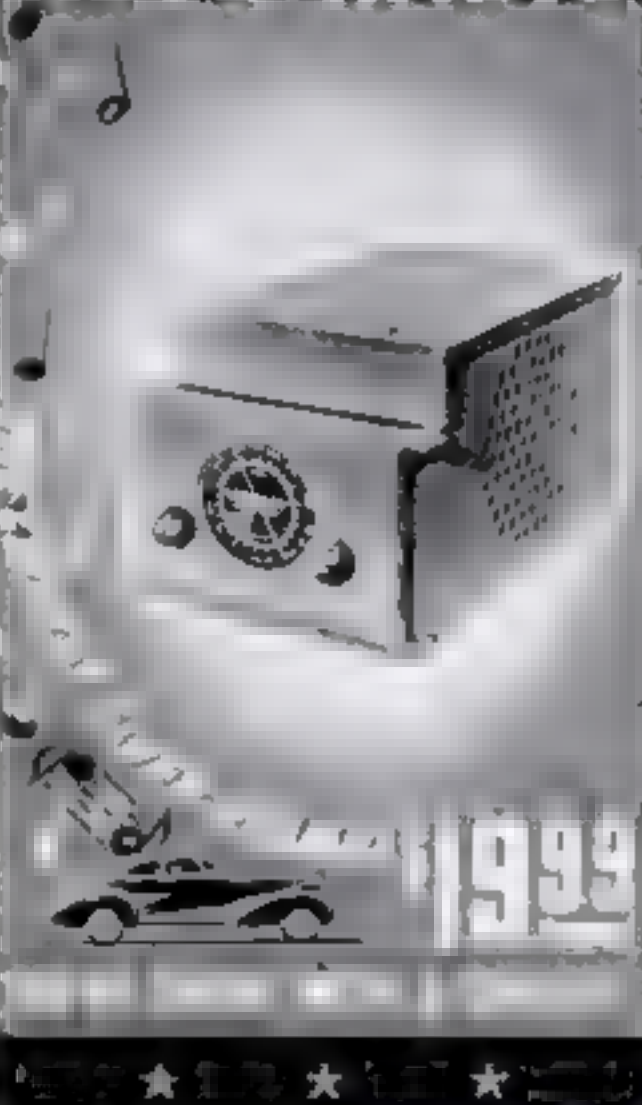


Friendly Service



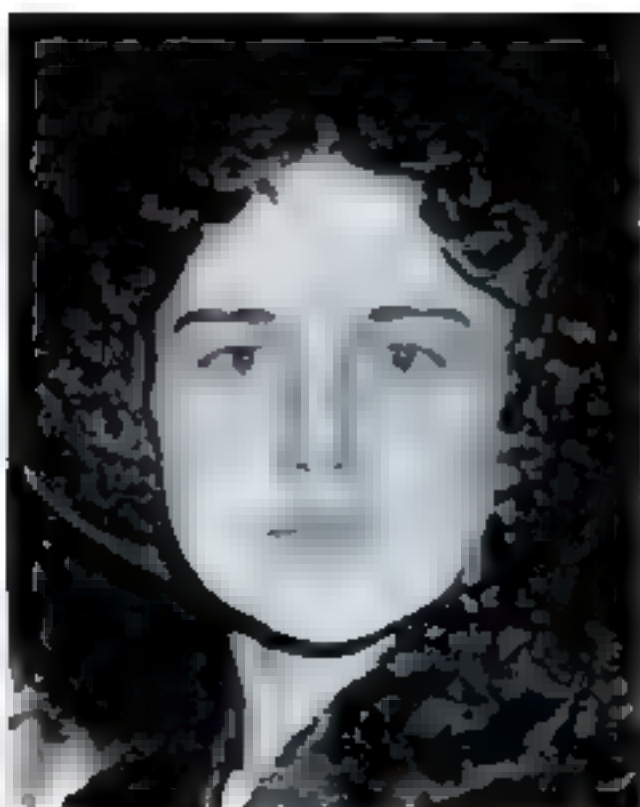
HOTEL CLEVELAND
Cleveland

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EVERYONE
CAN OWN A
CROSLEY
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Defendant Margaret Drennan admitted she fired the shots that killed Reeves: "I couldn't get out. I couldn't pass him. I fired when he leaped at me again."



Witness Myra Reeves told the court she had gone to attend a movie on the night of Sept. 7. When she returned she found that her husband had been murdered.



Mother of Margaret Drennan kissed her daughter when she pleaded not guilty to first degree murder, declared Margaret had always been a "very good girl."

Parents of Myra Reeves, Mr. and Mrs. John Houlroyd, were snatched by photographers as they left Court of Oyer and Terminer on opening day of trial.



Presiding at Drennan trial: Judge Adrian Lyon. Determined to have no demonstrations he kept a watchful eye on emotional admirers of widow and defendant.



Crowds waited in rain for the doors to open. They began assembling outside the courthouse at 7:30 a. m. each morning, fought for the 190 available seats.

The Trial

In a New Brunswick, N. J., courtroom recently beautified by WPA with sculptured panels of Truth, Justice, and Beauty, Margaret Drennan went on trial, Oct. 18, for the murder of Paul Reeves. Two facts at once became apparent: 1. The defense would paint Reeves as a philanderer and a "sex maniac." 2. The New Jersey law giving a woman the legal right to kill her assailant in a criminal attack would be invoked.

In her testimony Miss Drennan

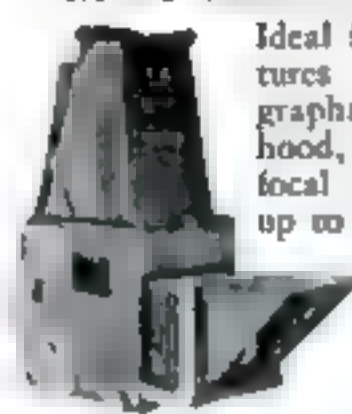
stuck closely to the details of her original story. She told how she at first thought Reeves a bachelor. "He was the first fellow I ever went out with. He acted nice and he was a perfect gentleman." Then one night he halted his car on a lonely road. "He acted like a maniac. . . . I fought with all my strength. . . . Until that minute no man in the world had ever touched me. . . . He told me, 'I am married. I have two children. If you tell anybody about this I'll kill you'."

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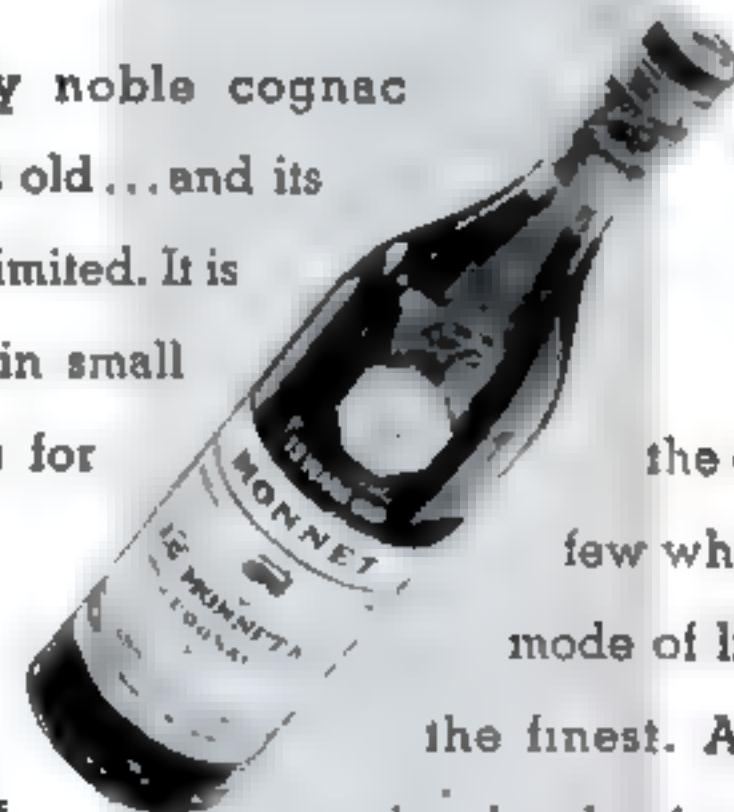
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Baldwin M. Baldwin, grandson of the late E. J. ("Lucky") Baldwin of San Francisco mining fame, on Oct. 21 was divorced from his first wife and married his third, Mrs. Rowena White, divorcee of a California sportsman. Last March, Baldwin's second marriage was annulled. At that time said third Mrs. Baldwin-to-be, "We are very much in love."



Simone Simon, 23-year-old French actress whom Twentieth Century-Fox has been building up as a star, collapsed from overwork while acting in a picture called *Love and Kisses* in which Walter Winchell and Ben Bernie will also be featured. Suffering from an infected throat and 101° temperature, she was put to bed, ordered to rest ten days.



Carolin Antoinette Babcock, crack tennis player who in 1932 was runner-up to Helen Jacobs for the women's national title and has been on five Wightman Cup teams, will marry 25-year-old Richard Salisbury Stark of Santa Monica, Calif. Born in Montana in 1912 and a Univ. of California graduate, she now ranks No. 5 in U. S. women's tennis.



Jeffery Farnol, British novelist whose first big success was *The Broad Highway* in 1910, is being divorced by his American wife whom he married in 1903. Once a theatrical scene-painter in Manhattan, he later recalled that Mrs. Farnol "often would come to bring me baskets with chicken and all sorts of delightful little delicacies."



George Mortimer Pullman Lowden has just been divorced by his Canadian-born wife who once worked for Illinois Bell Telephone. Son of former Illinois Governor Frank O. Lowden, grandson of the late great George M. Pullman who built the first Pullman car in 1866, 40-year-old Mr. Lowden quietly manages his father's farm near Oregon, Ill.



Mrs. Walter Lippmann is suing her columnist husband for divorce after 20 years of married life. Charging him with extreme mental cruelty and temper, the former Faye Albertson's petition read: "The defendant is shrewd and quick in his mental processes, commands a vocabulary virtually unlimited, is a facile veteran in the use of invective."

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medicated
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PHOTOGRAPHIC HEADQUARTERS SINCE 1899

How HOLLYWOOD MATES Its Famous Stars



Kidnapping an opera star is a sidesplitting procedure as it's accomplished by Melvyn Douglas and Stuart Erwin in the first Moore-Douglas picture "I'll Take Romance". George Oppenheimer and Jane Murn's screen play is rated high in comedy content.



Incredible quartet. Joining voices in that non-operatic ballad, "She'll Be Coming 'Round The Mountain When She Comes" are Grace (Soprano) Moore, Melvyn (Baritone) Douglas, Stuart (Guitar) Erwin, and Ferdinand (Falsalto) Gottschalk.



Teaming noted stars is one of the most difficult and important functions of Hollywood "showmanship". Players' temperaments and technique must match, and each must be "box-office". Fitting these specifications perfectly are the ideal cinema couple newly formed by Columbia Pictures—melodious Grace Moore and suave Melvyn Douglas.



500 extras got a musical treat and were well paid for it when for eleven days they acted as Miss Moore's screen audience. Here she is taking a top note in the quintet from the third act of "Martha".

Grace Moore
says
"I'LL TAKE ROMANCE"
with
Melvyn Douglas

HELEN WESTLEY • STUART ERWIN

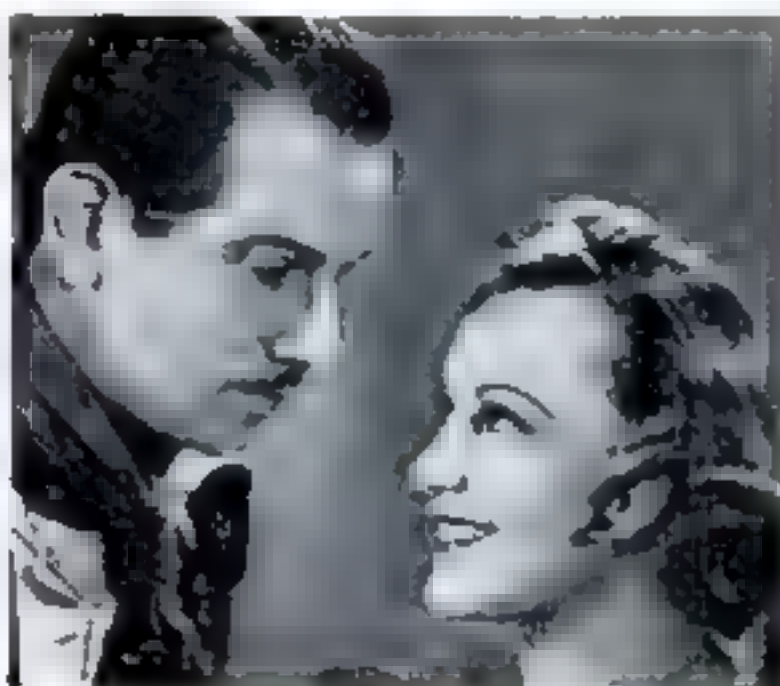
Directed by EDWARD H. GRIFFITH • Produced by EVERETT RISKIN
Screen Play by George Oppenheimer and Jane Murn • A Columbia Picture



His 24th screen role brings Melvyn Douglas opposite a famous musical star for the first time. The blonde 6-footer has won wide popularity by his capable blending of ardent romance and polite comedy in a long succession of hits.



Frequent make-up changes were necessitated by Miss Moore's appearance in scene. From six different operas, singing a famous aria from each. Her "Traviata" costume weighed 50 pounds.

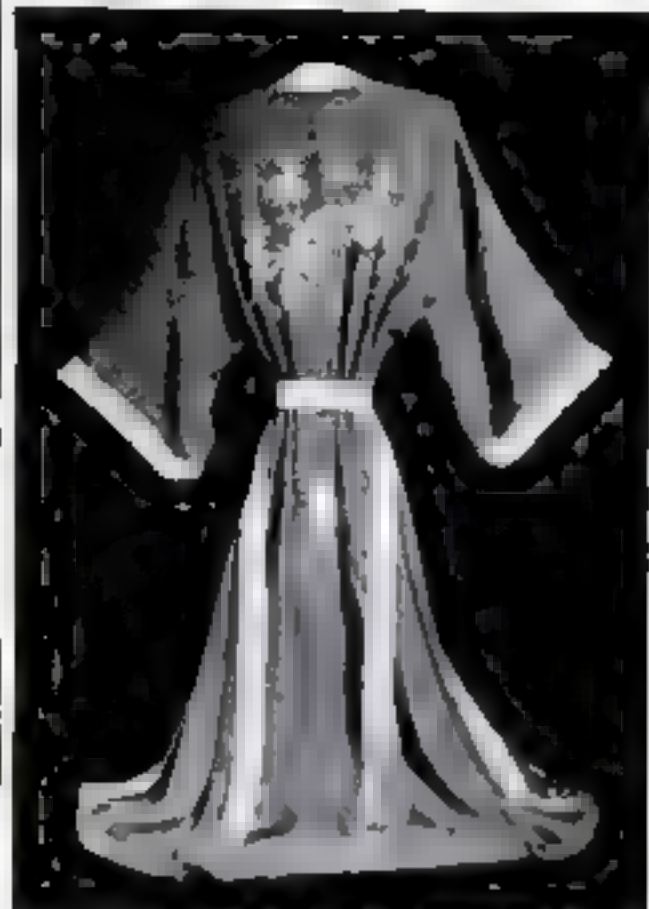


Perfect star combinations are rare, but can gross as high as \$2,000,000 per picture. Many real-life romances have developed from these professional associations.



15 distinguished players, including famed Helen Westley, were assembled by Director Edward H. Griffith for this Columbia Picture, which will soon be the leading offering of thousands of "first-run" theatres.

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Private Lives (continued)



Peter Christman on March 14, 1936, shot and killed Irving Fehlbeg, Chicago movie-house manager who had been questioning him for annoying a small girl. On Oct. 14, 1937, after a court

trial, a sanity trial, and four appeals, Christman ate a hearty steak dinner, prayed while Jail Chaplain Rev. Albert E. Secker (above) read the litany for the dying, went finally to the electric chair.



Grace Hall Roosevelt was divorced by his second wife, Mrs. Dorothy Kemp Roosevelt, whom he married in 1925. Now living in Cleveland, Mr. Roosevelt, the First Lady's younger brother, was once Detroit's Comptroller.



Mrs. Margaret Ostergren, familiar figure at Long Island's Atlantic Beach Club, while trying to stage a reconciliation with her estranged husband, Anders Ostergren, was threatened by the latter with bodily eviction, is now suing him.

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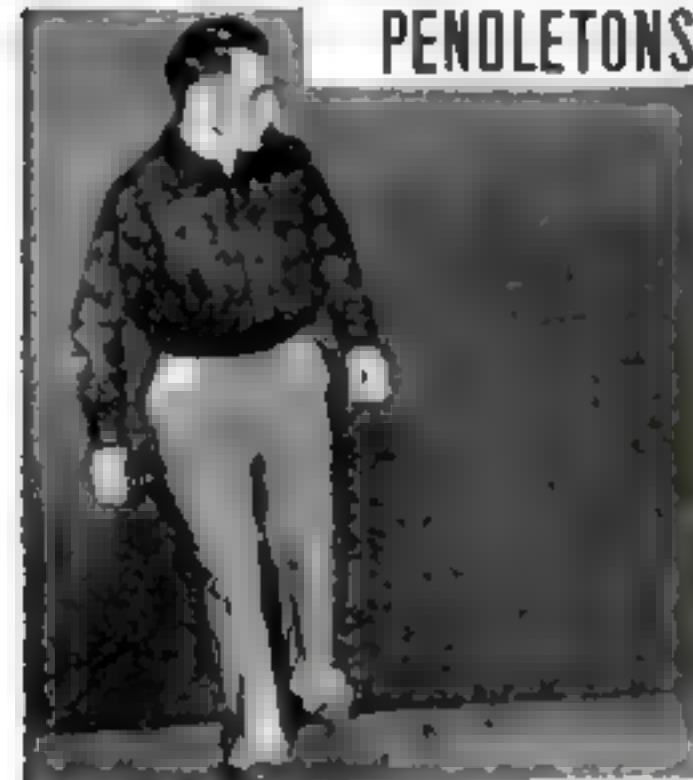
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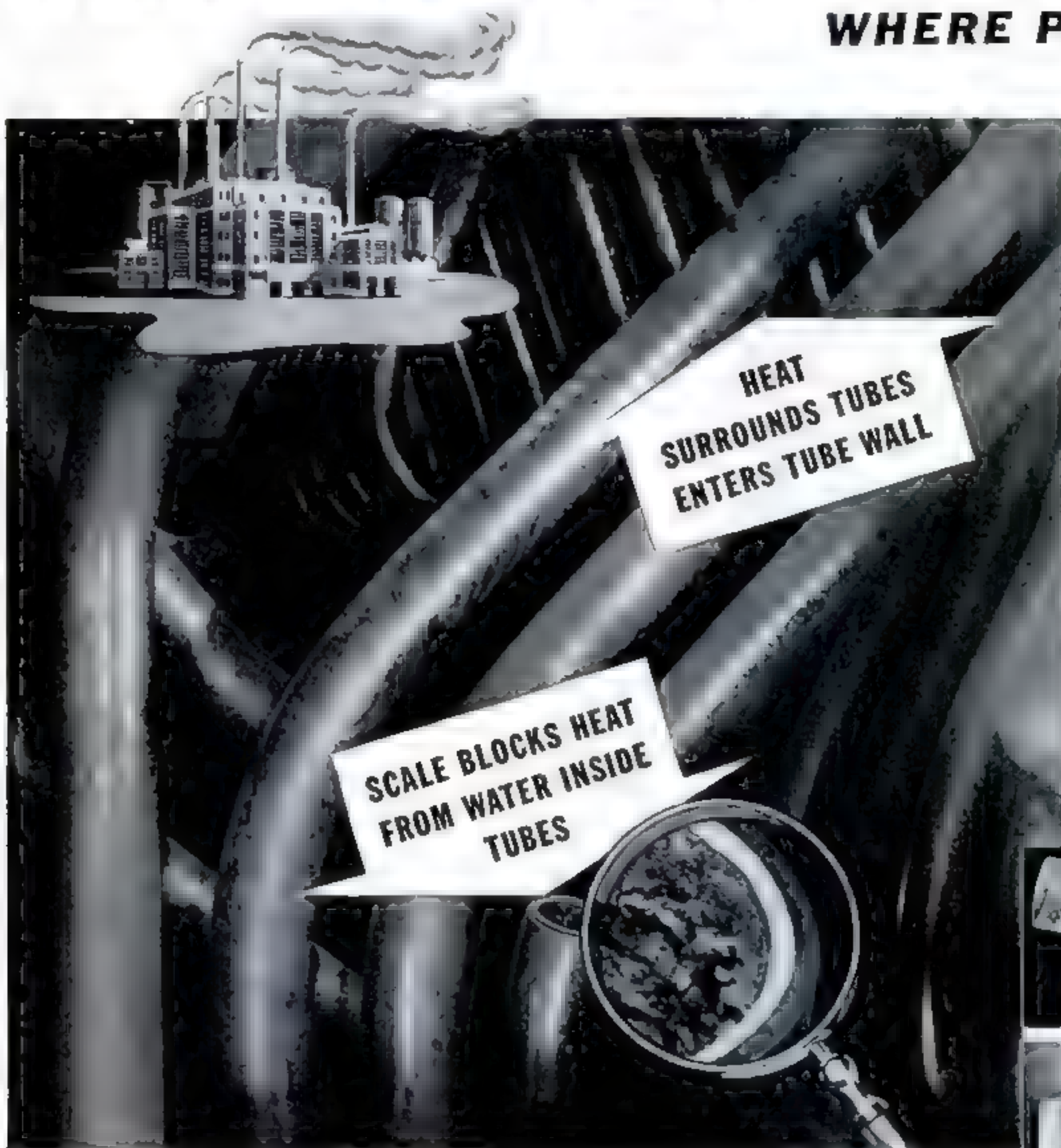
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BLOCKS STEAM POWER WHERE POWER BEGINS

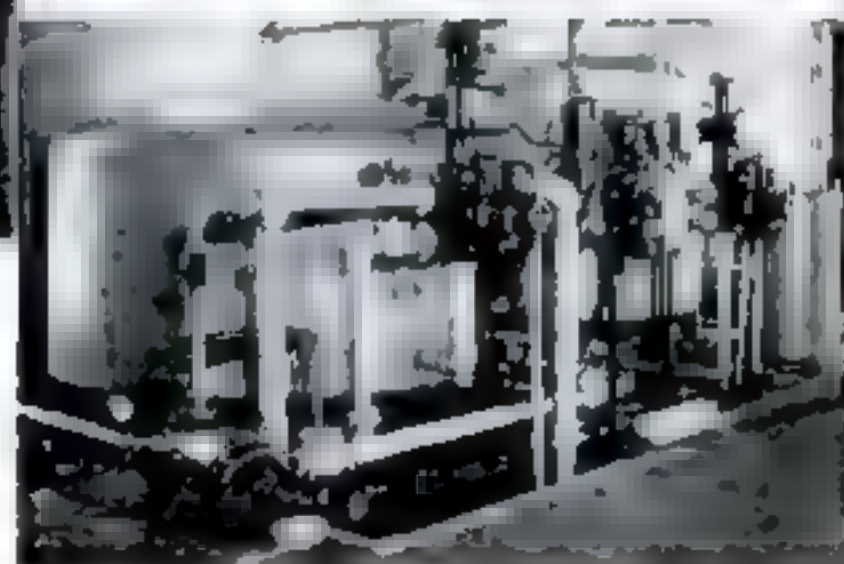


Here is a picture of boiler "guts" ... the maze of steel tubes that are the vitals of a modern steam power boiler. In these tubes power begins.

They contain water to be converted into steam. Heat, rising from the furnace below, surrounds the outside surface of each tube. The ability of the boiler to produce steam depends on getting the heat through the walls of the tubes and into the water.

Unfortunately most raw water contains dissolved solids that form a stony lining (called scale) on the inside surface of the tubes, which impedes passage of heat through the tube wall. The effect is to waste fuel, increase steam costs. Worse still, if the condition continues, the tube wall will overheat, become softened, and pressure within will bulge the metal at that point. The effect can be seen in the "bagged" tube pictured below.

The bulge may increase until the weakened metal gives way ... the tube bursts, creates havoc. A section of such a blown-out tube is shown.



Typical fully automatic Permutit industrial water conditioning installation.

PERMUTIT WATER CONDITIONING continuously maintains, inside the boiler, water that will neither deposit scale of any kind nor corrode heating surfaces. A method of accomplishing this is selected according to specific economic and technical requirements established by careful study of each individual plant operation.

Throughout industry, Permutit Water Conditioning stops water troubles. More than 25,000 installations in hundreds of industries all over the globe attest this. Water conditioning lowers costs, improves product quality, usually pays for itself in two years or less. For copies of Permutit bulletins fill out the coupon at right.

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Company... ..

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Graceful design, light weight, fine enough to wear on your silver, gold or platinum chain... sturdy enough to stand up under the use to which you put a knife.

Three blades in one

Instantly opened or closed with one hand. No broken fingernails. Blade locks easily in any one of 3 lengths... really three blades in one.

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DEALERS—Be among the first to sell this novel product. Write at once for full particulars and prices.

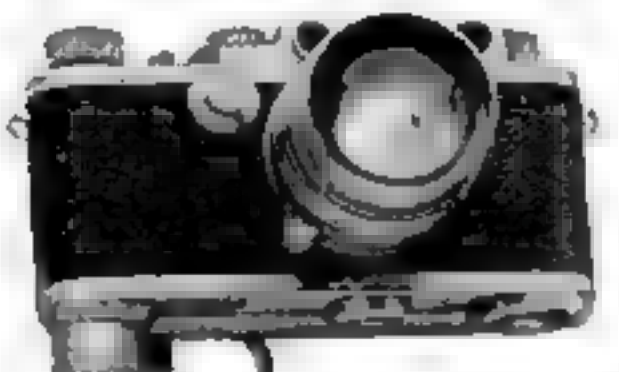
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BERLIN ZOO SHOWS HOW TO MILK A MOUSE

Attendants at the Berlin Zoo were recently ordered to milk all their animal charges. The purpose of this experiment was to find out whether milk from various mammals differed as to nutritional contents. Taking cow's milk as the standard of perfection, scientists found that both elephants and mice gave forth equally nourishing fluids which were similar to cow's milk. Most interesting experiment was the milking of a mouse (shown below).



FEMALE MOUSE IS PULLED OUT OF JAR BY THE TAIL



ATTENDANT SUCKS MILK OUT OF MAMMARY GLAND THROUGH A PIPETTE

IN TUBE IS THE MILK FROM TEN MICE, EACH MOUSE GIVING ONE DROP



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Now LOOK AT
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IT OFFERS NEW SMARTNESS AND LUXURY AND THRILLING NEW EASE OF CONTROL

You have always known LaSalle as the embodiment of style—a fleet, luxurious, fine-performing car, designed and built by Cadillac. But wait till you see and drive the *new* LaSalle!

The smart, new lines of this great V-8 are a revelation in beauty. Its inherent luxury is apparent in the smallest detail. Its performance is simply unduplicated in any car near it in price. And it offers the latest in a long line of Cadillac engineering advancements—the Syncromatic Gear Shift!

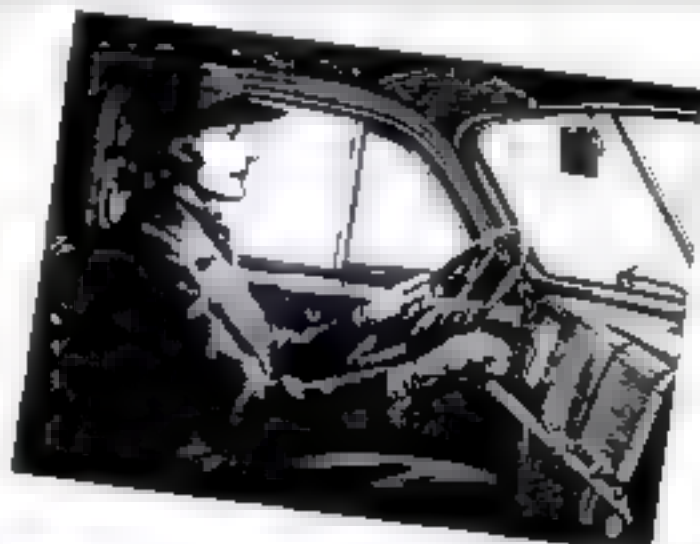
The Syncromatic Shift is *standard*. There's nothing to

learn, nothing to forget. But it literally revolutionizes driving—makes it far easier and simpler and safer.

All through this new LaSalle V-8 you will find just what you would expect to find in every Cadillac-built car—Cadillac quality and craftsmanship in every major and minor detail.

And remember—LaSalle is *still* the world's *most economical* fine car! Not only is it amazingly low in price—but it is almost as easy on gasoline and oil as *any* car you could buy.

Why not see and drive the new LaSalle V-8 today?



A FINER, EASIER CONTROL FOR A NEW AND SMARTER CAR

The lever of the new Syncromatic Gear Shift, located at your fingertips, is the steering column—performs exactly as the shift lever that took up so much floor room in the front end partment. As a move it up and back for first, down and forward for gear and straight back for high. But you can never appreciate just by craning about the latest standard—new ease of operation that you will actually *feel* at your first opportunity. It will prove a delightful experience.

A GENERAL MOTORS V-8

Life Goes to a Party

To listen to Benny Goodman and his Swing Band

Photographs for LIFE by Rex Hardy Jr.

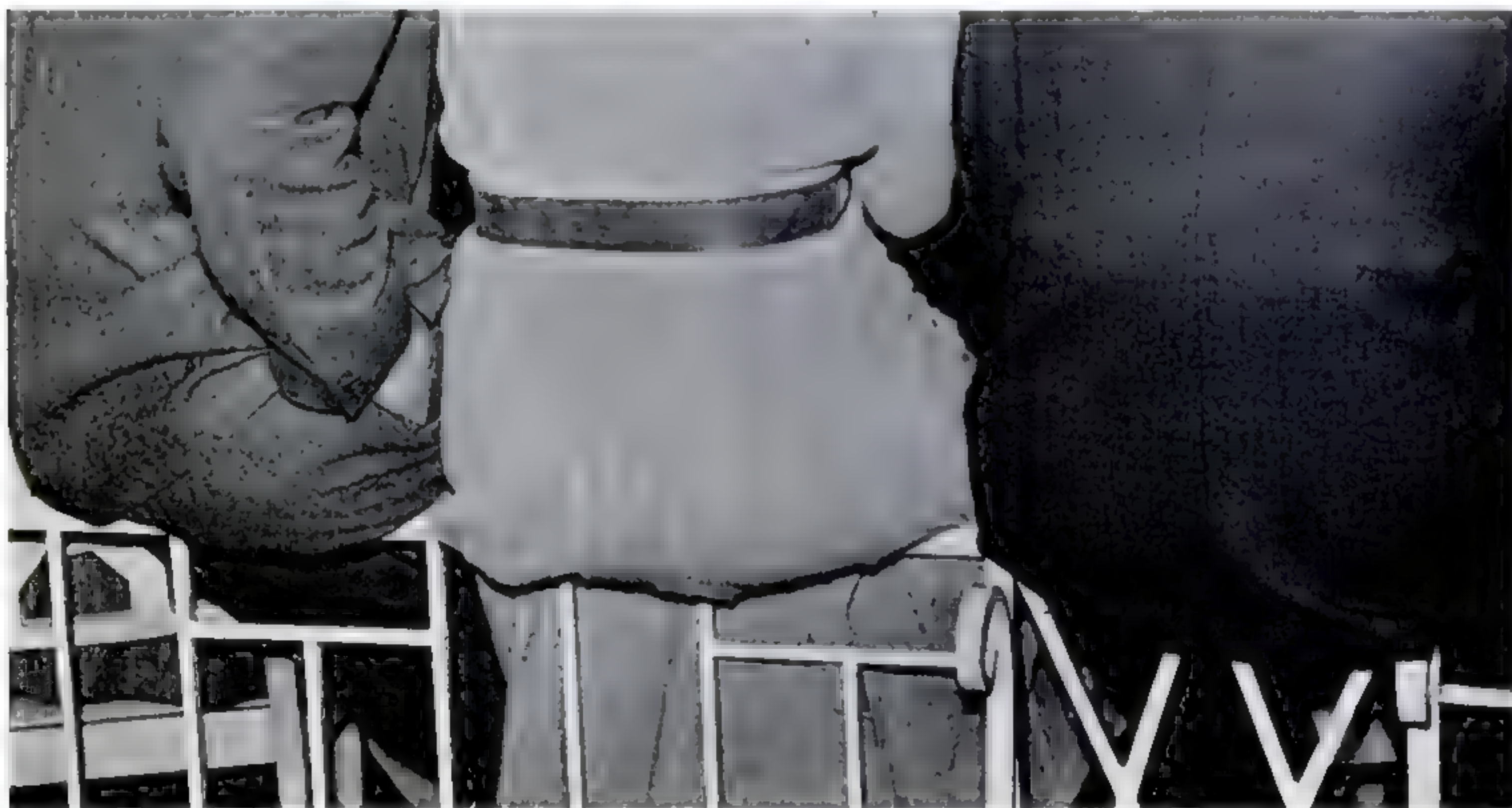


Hot jazz, or swing music, has in the last couple of years become a raging U.S. cult of which 28-year-old Benny Goodman (left) is generally recognized as the high priest. Consequently, the Madhattan Room in New York's Hotel Pennsylvania is a nightly scene of wild adulation where intermittent dancing and dining is subordinated to the almost scholarly pleasure of listening to Benny "feel his stuff."

LIFE takes you herewith to the Pennsylvania on a recent Saturday night when some 375 couples, many of them fresh from the Columbia-Pennsylvania football game that afternoon, crowded into a small dance room, gladly paid the \$1.50 cover charge to listen to the disciplined vagaries of Mr. Goodman on the clarinet, Gene Krupa on the

drums, Teddy Wilson on the piano. From 6:30 p.m. until 2:30 a.m., Mr. Goodman and his perspiring men blended brass, reed and percussion while couple after worshipful couple, mostly of college age, gathered enraptured before the bandstand or sat at tables moaning their appreciation of the hottest passages—in the jargon of swing music, *whacky*.

No players to the gallery, the Goodman band neither sings, dances, recites, or clowna. Earnest musicians, they improvise, extemporize and beat the living daylights out of tunes like *House Hop* and *Walk, Jenny, Walk and Down South Camp Meetin'* with a minimum of horseplay, a maximum of bland dignity. After work, they may spend another happy hour listening to some other hot band or joining in a "jam session" before going to bed.



THIS STUDY IN SITTING IS TYPICAL OF THE HOTEL PENNSYLVANIA WHERE BENNY GOODMAN FANS SPEND MORE TIME LISTENING THAN DANCING

Maestro Goodman, who makes \$100,000 a year, looks like a dressed-up schoolmaster as he discusses fine points of contemporary swing music with knowing collegians who idolize him.

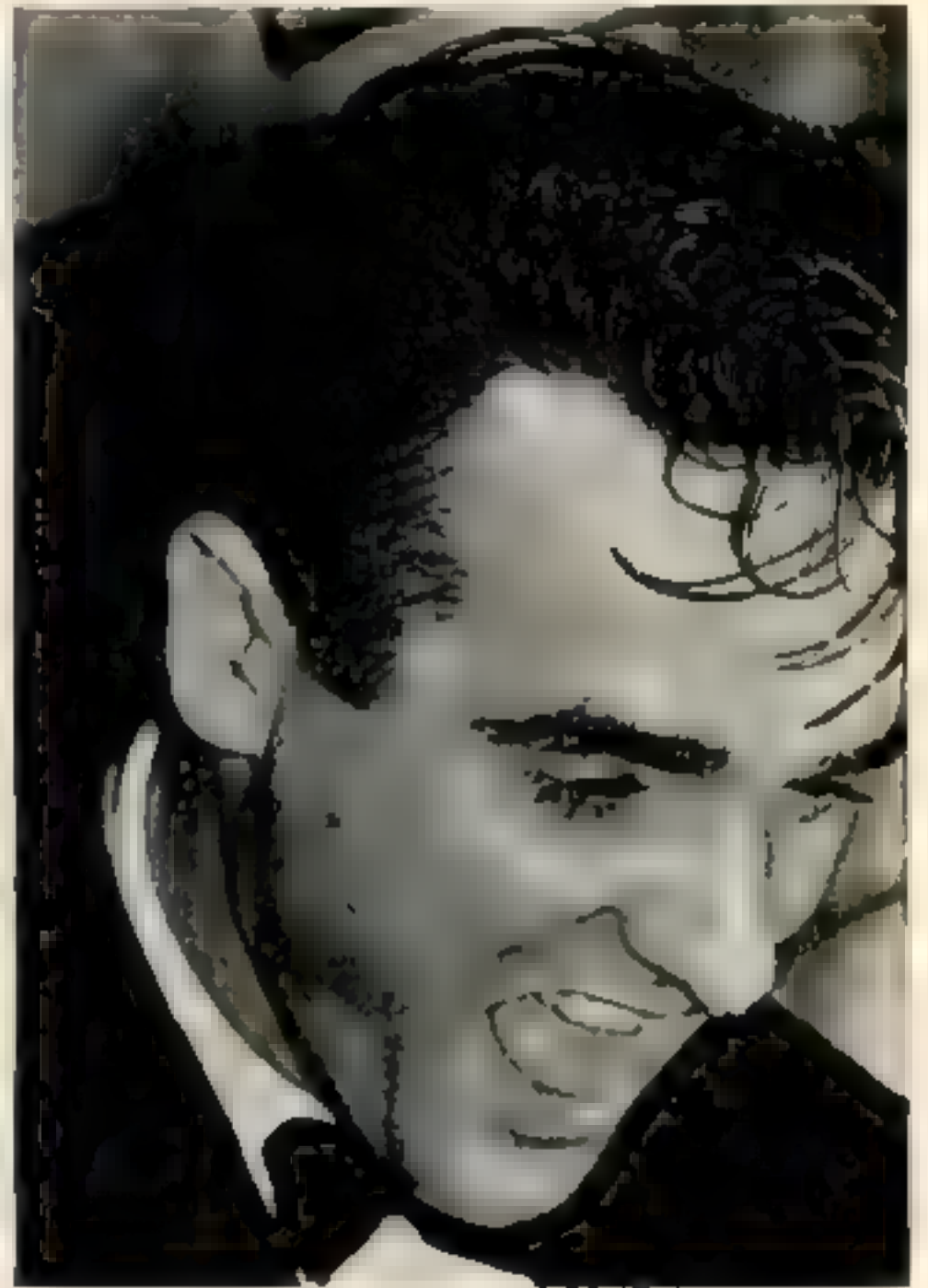


Autograph fiend Peggy Weisenberg gets a treasured scrawl from Mr. Goodman who conscientiously displays a pack of Camels because he broadcasts every Tuesday on Camel hour.





DRUMMER GENE KRUPA GOES TO TOWN TO THE TUNE OF WILTING HAIR, BEDRAGGLED TIE AND A FRENZY WHICH LEAVES HIM BATHED IN PERSPIRATION



Three Musicians feel their stuff at the Madhattan Room



First trumpet is played by Harry James, who inaugurated his career with a Salvation Army band in Beaumont, Texas.



Bass viol or "doghouse," is masterfully played by Orchestra Leader Benny Goodman's 31-year-old brother, Harry



Vibraphone or "iron harp," is played by Lionel Hampton, one of two Negroes who play with the Goodman band.

CONTINUED ON NEXT PAGE

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Life's Party (continued)



Negro Pianist Teddy Wilson has many a White admirer. Because mixed bands are not the rule in New York, Wilson is not the regular pianist but steps up twice during each evening to play in a mixed quartet. At right is Guntarut Allan Reuss.



Standing and listening is what most Goodman fans do for more than half of a typical Madhattan Room evening. The few determined dancers have a difficult time getting around on the congested floor. Note crowd of admirers in doorway at rear.



Dancing to sweet music which the Goodman orchestra plays between "killer dillers" seems almost an anticlimax to the evening's main business of listening. Three hundred and seventy-five couples crowd the small floor on a good Saturday night.

CONTINUED ON PAGE 124

CARBURETOR
U. S. Patent No. 2,081,776
KAYWOODIE

A New Way of Burning Tobacco

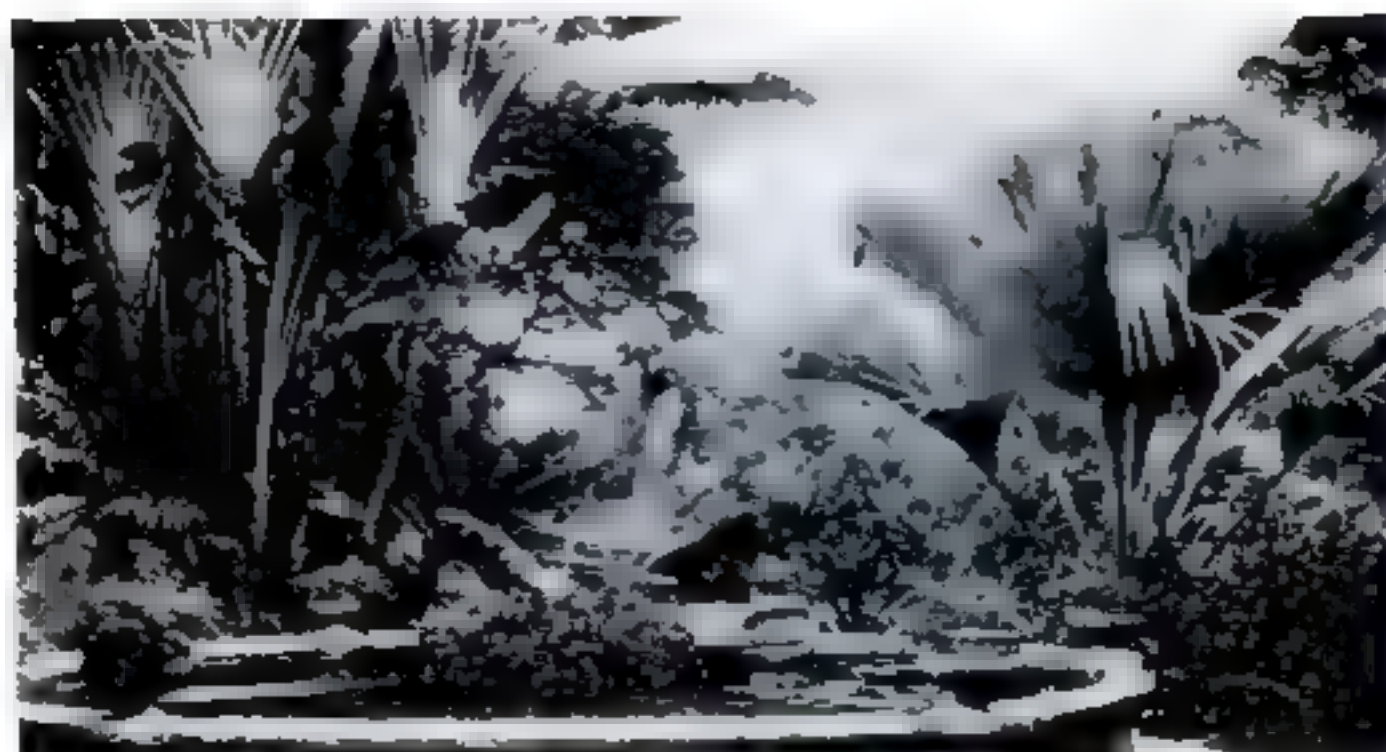
This patented new way of burning tobacco does it better, cooler and cleaner. Carburetor Kaywoodie pipes take in drafts of air from the bottom—producing a new kind of smoke.

- 1 UPDRAFT keeps pipe-bowl absolutely dry inside.
- 2 PERFECT MIXTURE (of air and smoke) takes rawness out of any tobacco, makes it mild.
- 3 CARBURETOR ACTION burns tobacco evenly and completely, producing better flavor.
- 4 CARBURETOR ACTION keeps smoke cool at all times.

No change in appearance—Carburetor Kaywoodie looks just like other Kaywoodies—its Carburetor is hidden in the bottom of the bowl. It has the famous Drinkless Attachment in the stem. This Carburetor principle has endeared these pipes to thousands of men who find it adds much joy to pipe-smoking. Even cigarette-smokers like it because it's so mild. Try it!

Send for 1937 Kaywoodie Book in colors. Pictures 138 pipes. Enclose 20c for mailing.

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Rockefeller Center
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Come FOR OUR SEASON OF "CHRISTMAS FLOWERS"

During November and December, Jamaica is bright with poinsettias and other "Christmas flowers." Enjoy British colonial life in a tropical environment. Dependable sunshine throughout the winter, with temperatures at sea level ranging between 70° and 85°. Glorious surf bathing beaches, magnificent mountains, 4000 miles of motor roads. Rates at hotels and guest houses are far below mainland prices. Early bookings ensure best accommodations.

For Booklet L consult your travel agent, or Pan American Airways, Eastern Air Lines, United Fruit Co., Colombian Line, Canadian National Steamships or Standard Fruit Co., or The Jamaica Tourist Trade Development Board, 210 Park Avenue, New York, or Kingston, Jamaica, B. W. I. (Cable "Derboard").

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It's June in January when you're driving

Pennsylvania V.C. CLEATS

Look that husky giant over! There's the finest winter or rural-use tire you can buy—head and shoulders above its field on actual tests! It's self-cleaning—bites as surely in reverse as forward—doesn't rumble. • One winter on Vacuum Cup Cleats, and you'll be a convert for life! Truck, bus and passenger-car sizes.

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General Offices and Factory, Jeannette, Pa.

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at Phoenix Palm Springs Winter Ranches

In recent years—and last season was tops—there has been huge demand for winter accommodation at the hotels, resorts and dude ranches in and roundabout Phoenix, Wickenburg and Castle Hot Springs, Arizona and Palm Springs, California.

SCRAMBLE

Regrettably, early habit set an all-too-brief "season" for the sunniest of winter playgrounds. There developed a merry scramble for accommodation during three short months—January, February and March.

UNNECESSARY

But really this so-called "season" works needless inconvenience. In November and December—and in April, as well—the outdoors is as thoroughly delightful, in this sunshine land as ever it is in midwinter. Nature gives it a full six months season.

EARLY BIRDS

This little statement may be helpful in your own planning. Each year the mellow southwestern sun looks down on more and more "early birds."

Again this winter, via the Chief and other fine California trains, Santa Fe will present the swiftest and most convenient of service to and from Wickenburg, Castle Hot Springs, Phoenix and Palm Springs. • May we assist you in early shaping of your winter trip plans?

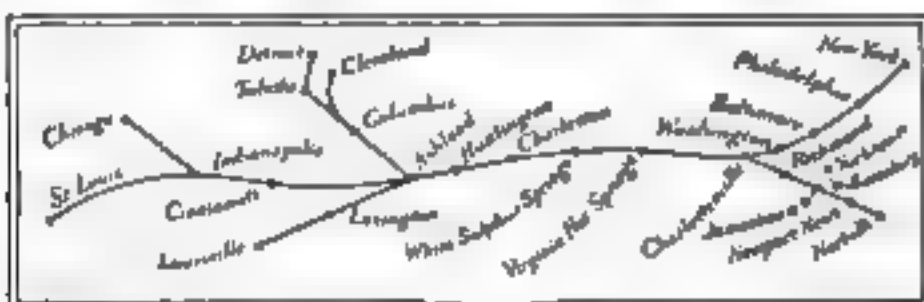
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CHESAPEAKE and Ohio LINES
SLEEP LIKE A KITTEN

Life's Party (continued)



A "shag break" performed by an Arthur Murray Troupe pair at the Pennsylvania.



"Peckin' and posin'" is descriptive name of this figure in the Big Apple dance.



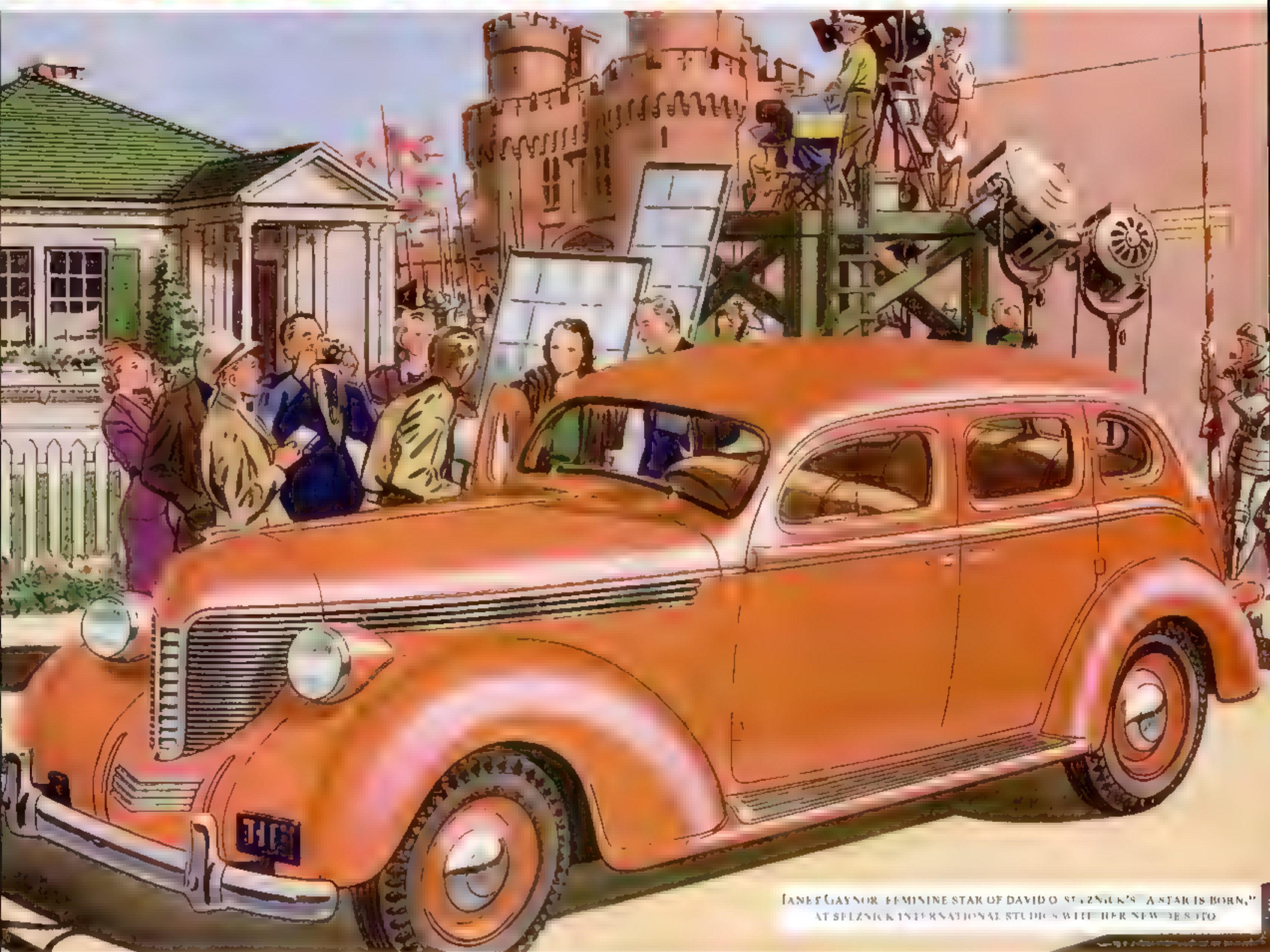
"Pool the Apple," a Big Apple feature, is here being completed by dancers, trained by Arthur Murray, who give exhibitions in Statler hotels all over the country.



The "Praise Allah" step is routine work for youngsters whom Mr. Murray picks from public dance halls, outfits with clothes. Collectively they get \$350 a week.

A GREAT STAR IS BORN:

**NEW DESOTO
FOR 1938**



JANET GAYNOR, FEMINE STAR OF DAVID O. SEIZNICK'S "A STAR IS BORN," AT SEIZNICK INTERNATIONAL STUDIOS WITH HER NEW DESOTO

And here's Janet Gaynor Stepping into her New DeSoto...Smartest Car in Low-Price Field

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The reason? Just look at De Soto's sweeping, modern lines—the new styling that makes ordinary cars seem old-fashioned. There's room for six people in De Soto's big, luxurious Safety Interior—and they'll ride cushioned on rubber with airplane-type shock-absorbers to smooth even the roughest road.

Take the wheel yourself—feel De Soto's *faster* get-away in traffic. Red light ahead? A touch — and De Soto's

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FOR A
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"MISS GAYNOR,
YOU CERTAINLY
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BEAUTIFUL CAR
OF THE YEAR."

IT'S AMERICA'S SMARTEST LOW-PRICED CAR

QUICK FACTS: 1. "Flying-fast" pick-up. Improved 200-h.p. V-8 engine. 2. Patented Floating Power steering system. 3. 120-h.p. chassis. 110 inches. 4. Lighter, stronger body. 5. Easier, better. 6. Safety steel body with rubber mounting. 7. Bigger, stronger frame. 8. Luxurious safety interior. 9. Cushioned ride with airplane-type shock absorbers. 10. Easier steering... no "road shock." Ask for Official Commercial Credit Company Finance Plan. TUNE IN MAJOR BOWEN AMATEUR HOUR - COLUMBIA NETWORK - THURSDAYS, 9 TO 10 P. M., E. S. T.

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AUTO-LITE Spark Plugs are Standard Equipment—they are manufactured by The Electric Auto-Lite Company, who for twenty-six years have been building Starting, Lighting and Ignition Equipment for the automotive industry. **Auto-Lite** Spark Plugs are built to work in harmony with the rest of the Ignition System and as a result, give you perfect motor performance. Ask your dealer to install a set of new Auto-Lite Spark Plugs today.

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For Winter Driving — *NEW NASH HAS* *CONDITIONED AIR!*

READ THAT HEADLINE AGAIN!— It means no more Icy Drafts . . . Dust . . . Stale Air . . . or Window-Steam! It means winter comfort you have never before known in any car! It's one more of the sensational, thrilling, new 1938 Nash features.

Everybody knew it would come some day. But, Mister, here it is—*right now!*

Today Nash engineers give you a **CONDITIONED AIR SYSTEM** in your new NASH car.

Think what this means! No more icy drafts to chill you . . . no more dust . . . no more stale air . . . and no more window-steaming, no matter how cold it is.

Your Nash can be kept at a temperature of 70°—or even 80°—in a sub-zero blizzard. And the price of a regular heater is all you pay.

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Other cars, in motion, have lower air-pressure inside than outside. That

sucks in dust, cold drafts . . . no matter how well-built the car may be.



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Nash reverses this . . . draws in enough fresh air to have slightly higher pressure inside . . . filters and heats it to proper temperature . . . shuts out all dirt and dust . . . and ends window-steaming.

That's *something*, you'll agree. But it's only *one* of the **SIX** sensational, new engineering features by which Nash has scored another great scoop



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on the entire automobile industry.

And you'll never stop kicking yourself if you don't know *all* about these tremendous new **VALUES** before you decide on any new car today.

Your Nash dealer wants to help you get the facts. He's the kind of man you'll like to do business with.

Go see him . . . and find out how easily you can step up, *this year*, to

the motoring luxury, fun, economy and pride-of-ownership you've been promising yourself for years!

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Yet compare local delivered prices for the leading "small cars" and Nash-LaFayette, and you'll get the surprise of the year! There's not enough difference to talk about!

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You Can't Beat A

NASH

THE GREAT INDEPENDENT

PICTURES TO THE EDITORS

GIRL SAWED IN TWO

Sirs

I was sitting in the front row of the Capitol Theater here, watching the Great Lester go through his magic act. He spied my Contax, and invited me to come up on the stage to photograph his performance of sawing a girl in half.

I did so, and the enclosed pictures are the result.

So perfect is the illusion that even at the close range of four feet from where I took most of the photographs, I could detect no trickery. The entire act is performed under bright lights and in full view of the audience.

I know the girl was unharmed because I took her out for a soda after the show.

LEONARD ROSINGER

Atlanta, Ga.



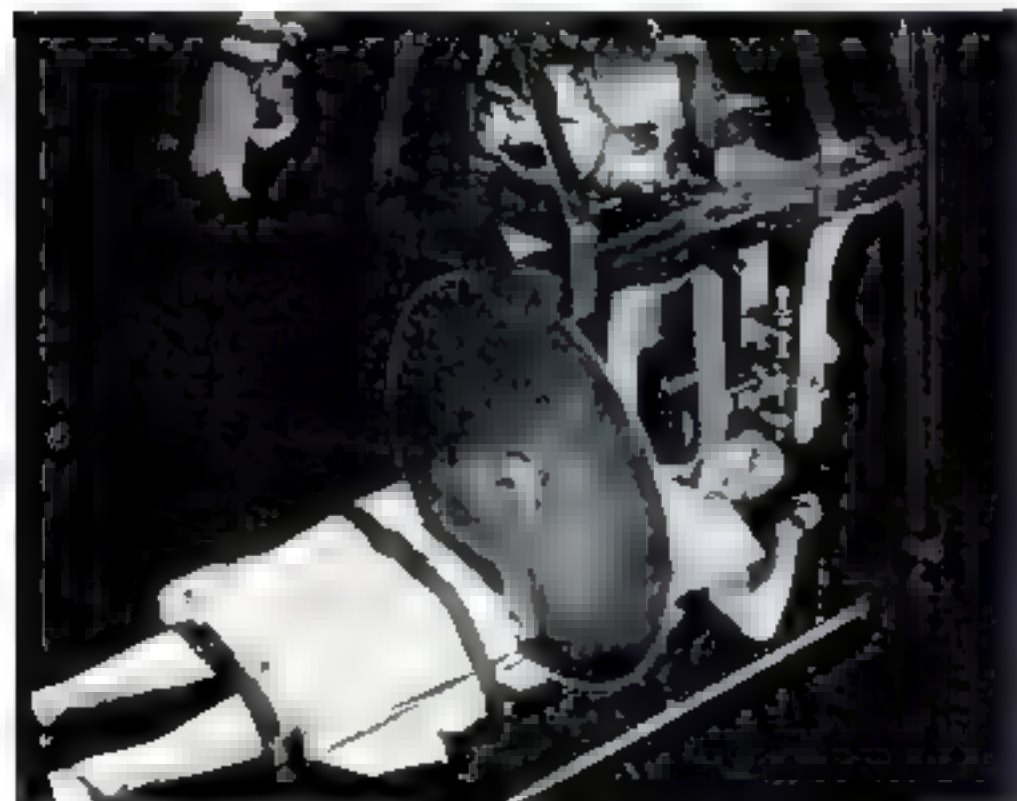
GREAT LESTER (RIGHT) FIRST HYPNOTIZES GIRL



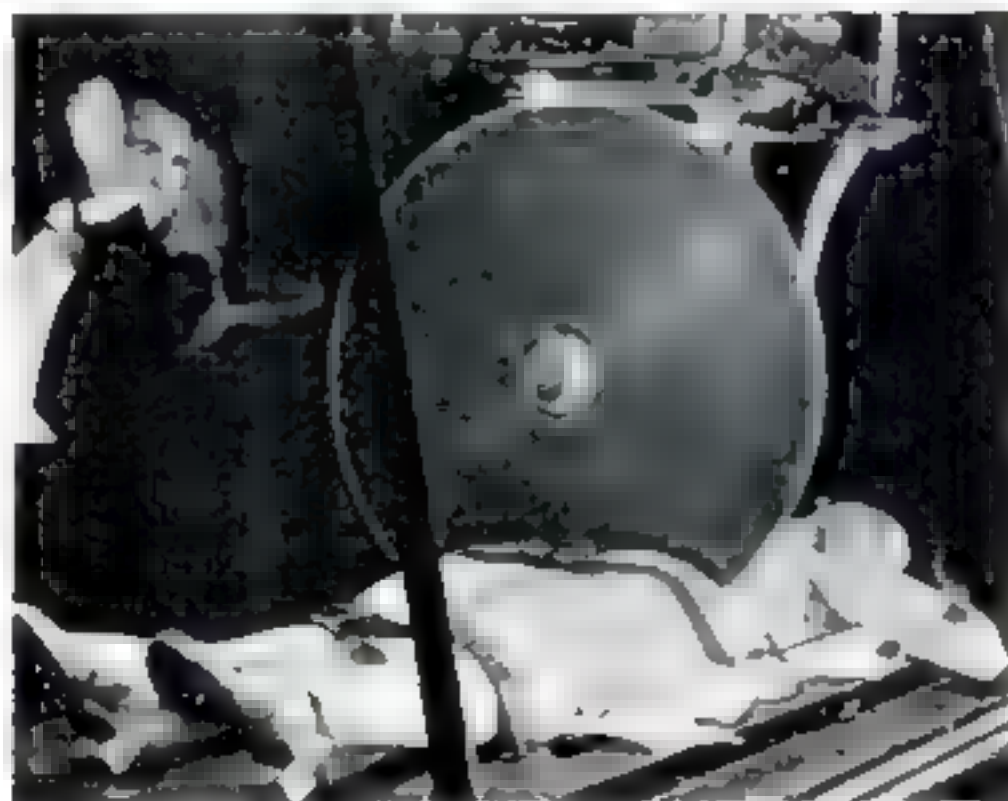
THE GIRL IS STRAPPED ON TABLE UNDER SAW



WITH A SCREECH THE SAW BEGINS TO CUT THROUGH THE GIRL AT THE HIPS



THE SAW EATS ITS WAY THROUGH HER BODY



... AND COMES OUT ON THE OPPOSITE SIDE

PARKER ★ GAMES ★



MONOPOLY
More Real Exciting Fun than any other Game! Sets \$2 to \$25



MEXICAN PETE "I-GOT-IT"
"As fast and exciting, Señor, as the play at Cadiz!" A unique combination of special cards and dice — an immediate success where ever you play! Complete equipment. Price, \$1.50 and \$2.50



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Unique ADULT Game
Build a city and WIN! For 2, 3 or 4 players or with two sets, a party game for 5 to 8 players. Complete with chips, dice and buildings. Price, \$3.50



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Fun for a Whole Roomful
Six thrilling mysteries, prepared by Roy Post, famous criminologist. Study the photographs — hear the evidence — and be one of the JURY to decide whether or not the defendant is GUILTY! Any number can play. Published in 6 different series. Price \$1

AMERICAN, Fast, Exciting Game for a Group. PIGSKIN, Tom Hamilton's Famous Football Game. VAN DINE'S DETECTIVE GAME, Introducing PHILLO VANCE VAN LOON'S WIDE WORLD, Travel Game. EDDIE CANTOR, Exciting Automobile Game. LOWELL THOMAS' WORLD CRUISE Game. BOOK, FLINCH, TOURING, etc.

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Enjoyable TRAVEL ON THE LOS ANGELES LIMITED TO AND FROM California



YEAR AFTER YEAR, the Los Angeles Limited has held an enviable position among America's finest trains. Its popularity with seasoned travelers is constantly increasing. And no wonder—for this fast, all-Pullman train offers the utmost in travel comfort. You'll like the beautiful radio-equipped Club Observation Car. Delicious meals are served in the Diner. Pullmans are modern . . . restful. The services of barber and valet are available. And, in addition, there's a Registered Nurse-Stewardess in attendance. Try the Los Angeles Limited to and from California, or points en route!

SEE BOULDER DAM—going or returning

A convenient side-trip, between trains, costs as little as \$4.65 (all-expense). Don't miss this magnificent spectacle!

Ask any Union Pacific representative for complete details or write

W. S. BASINGER, Passenger Traffic Manager
Room 560, Union Pacific R. R.
Omaha, Nebr.

THE
PROGRESSIVE

UNION PACIFIC

Road of the Streamliners and The Challengers

PICTURES TO THE EDITORS

(continued)

BOSTON BANK'S PARTY

Sirs:

When the American Bankers Association met in Boston Oct. 12, the First National Bank of Boston gave its members a party at which Sergel Koussevitzky conducted his Boston Symphony Orches-

tra. I am sending you some pictures of the occasion taken by Mr. James W. Craig, manager of the First National's Service Department.

AUGUST HIRSCHBAUM
Boston, Mass.



PARKER HOUSE BARMEN SERVED DRINKS FROM TELLERS' WINDOWS



A BAR WAS SET UP IN FRONT OF THE BANK'S VAULT



KOUSSEVITZKY BEGINS CONCERT AT BOSTON'S FIRST NATIONAL



THE A.B.A. AUDIENCE AT CONCERT FILLED MAIN BANKING HALL

TEAMWORK

along the dotted line



**THE WHOLE FAMILY WILL
ENJOY THAT NEW CAR MORE
IF EVERY WINDOW IS SAFETY
GLASS MADE OF PLATE GLASS
. . . . NOT WINDOW GLASS.**

All-around clarity of vision, beauty and quality—freedom from eyestrain, and pride of ownership for every member of the family. Those are the “extras” that many motorcar manufacturers give you, at no

extra cost, by using Safety PLATE Glass in every window of their cars.

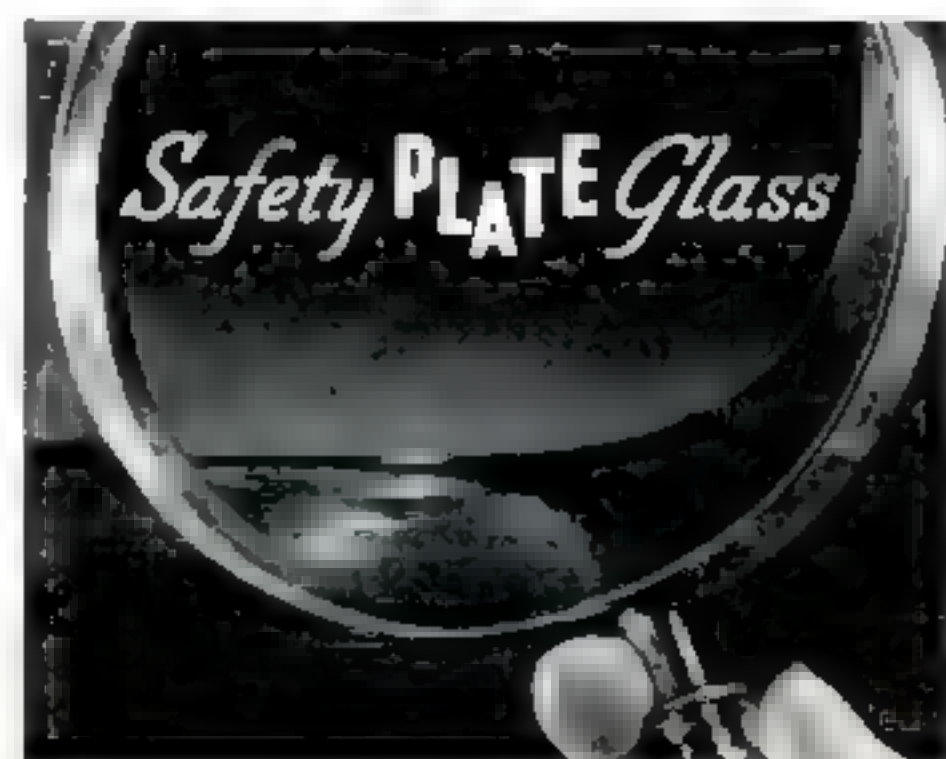
This clearer and more beautiful safety glass, made by laminating together two pieces of carefully ground and painstakingly polished PLATE glass, is the very finest obtainable. Safety PLATE Glass is the last word in glass for automobiles. Its greater clarity minimizes eyestrain and fatigue. And its lustrous beauty enhances the appearance of your car both inside and out.

Before you buy a new car make sure that

it has Safety PLATE Glass in every window. Look for the Hallmark of Higher Quality on each piece of glass. Its presence is your assurance of extra consideration for the comfort, enjoyment and satisfaction of the whole family. While all cars have Safety PLATE Glass windshields, remember that many motorcar manufacturers completely equip their cars with this finer, clearer and more beautiful glass at no extra cost to you.

PLATE GLASS MANUFACTURERS of AMERICA
PITTSBURGH, PA.

**FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND
A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.**



TRY ONE OF THE NEW UNDERWOOD SOUPS



They
taste
good and
they're **DIFFERENT**

When you hanker for something new, try starting dinner with one of these unusual Underwood soups. Jaded appetites perk up. Everybody wants more. Your whole meal seems to taste better.

PURÉE MONGOLE

An old favorite with those who like a thick soup to have lots of flavor. Puréed split peas, tomatoes and curry give it richness and character.

BLACK BEAN SOUP

The old-fashioned kind that's so hard to make at home. Serve with slices of egg and lemon; some add a dash of sherry.

CONSOMMÉ MADRIÈNE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders—Fish, Clam and Quahog—all follow old Yankee recipes and are made with fresh New England fish, clams and quahogs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



**UNDERWOOD
SOUPS**
WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-3018

Please send me items marked below
for which enclose amount indicated:

BLACK BEAN SOUP	16-oz. can 17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can 17c	<input type="checkbox"/>
CONSOMMÉ MADRIÈNE	13-oz. can 15c	<input type="checkbox"/>
QUAHOG CHOWDER	16-oz. can 17c	<input type="checkbox"/>
CLAM CHOWDER	10 oz. can 10c	<input type="checkbox"/>
FISH CHOWDER	10 oz. can 10c	<input type="checkbox"/>

Name _____

Address _____

City _____ State _____

MADE BY THE MAKERS OF
UNDERWOOD DEVILED HAM

PICTURES TO THE EDITORS

(continued)



MUSSOLINI REFLECTIONS

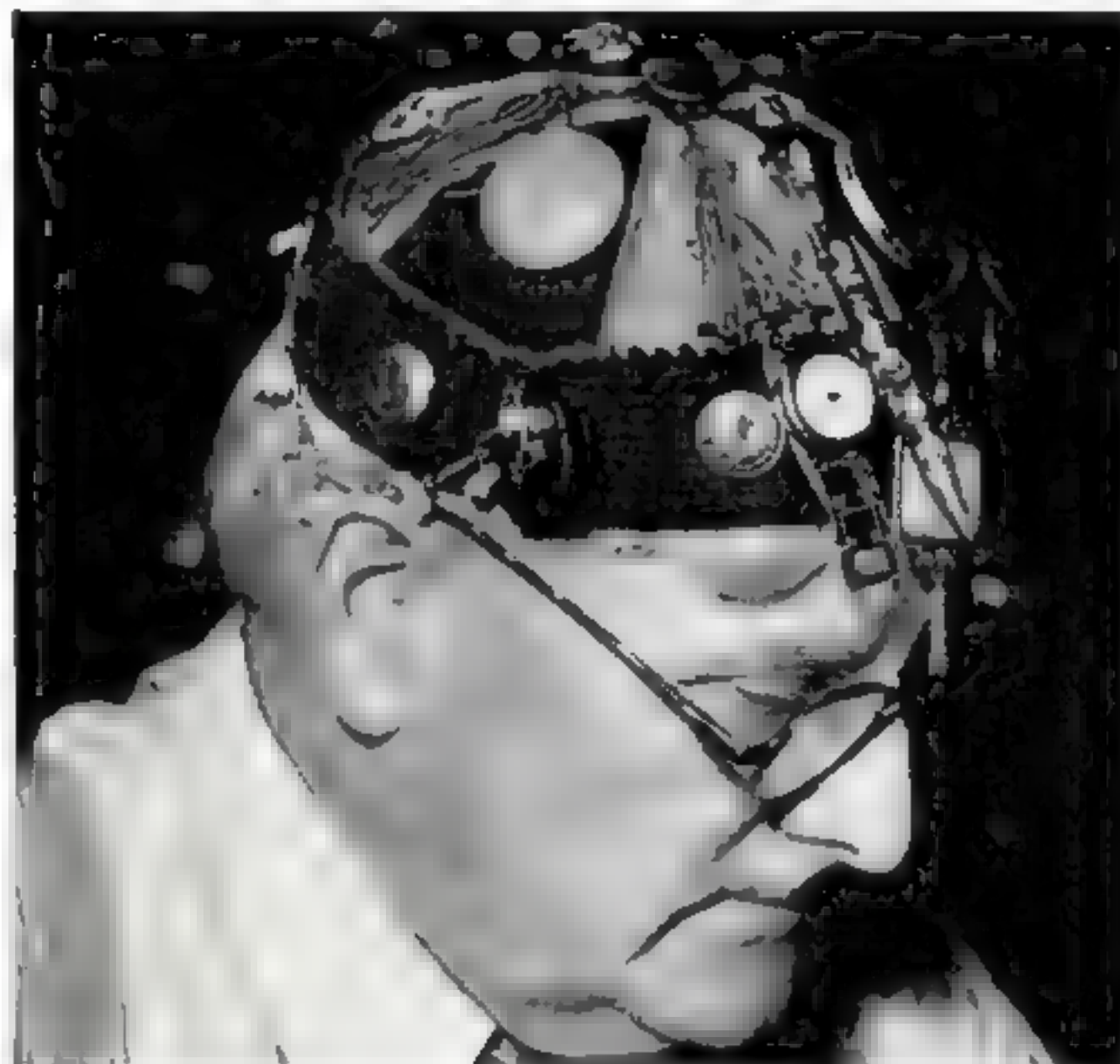
Sirs

This picture shows young Mussolini heavily guarded by Dept. of Justice men, at Newark Airport, Saturday, Oct. 9, while he was waiting for the Washington plane. He would not pose for the news photographers so we stole most of the shots, while he was seated inside this car

A triple reflection of Mussolini and his guards was thrown into the lens of my Graphic camera. When I developed and enlarged the negative it showed this weird effect.

ANDREW G. DE NARIE

Newark Ledger
Newark, N. J.



LOST & FOUND DEPT.

Sirs

Dad Price, for 17 years a skate keeper at Oak Park Portland, is a walking lost and found department. Articles lost by the skaters are displayed prominently

pinned to his hat. Dad relies on the honesty of people to claim their own. All articles are kept a year and then given away

CLAYT GREEN

Portland, Ore

★ STARS OF SPORTING WORLD USE ★ AQUA VELVA AFTER SHAVING

LOU GEHRIG
LAWSON LITTLE
LOU MEYER
"STRANGLER" LEWIS
"PEPPER" MARTIN

BILL TILDEN
VAN MUNGO
LES PATRICK
"LEFTY" GROVE
BENNY FRIEDMAN

And millions of us ordinary mortals, too, enjoy Aqua Velva. It closes skin pores... fights off sore spots. Leaves face feeling cool, clean as a mountain breeze. Send for a FREE trial bottle. Use after ELECTRIC shaves.

FREE

Good only in
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The J. B. Williams Co., Dept. E18, Glastonbury, Conn., U.S.A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

Name _____

Street & No. _____

City & State _____

DON'T LET COUGHING TEAR YOUR THROAT MILLIONS USE PERTUSSIN FOR QUICK RELIEF

When you catch cold and your throat feels dry or clogged, the secretions from countless tiny glands in your throat and windpipe often turn into sticky, irritating phlegm. This makes you cough.

Pertussin stimulates these glands to again pour out their natural moisture so that the annoying phlegm is loosened and easily raised. Quickly your throat is soothed, your cough relieved!

Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

PERTUSSIN
Beck & Kade, Inc. Dept. AD-1
449 Washington Street, N.Y.C.
Please send me a large Trial Bottle
of Pertussin. Enclose 15c.

Name _____

Address _____

DANDRUFF!

Patchy Baldness, Itching Scalp

Remember this about Glover's Mange Medicine: it is a medicinal preparation—not only a hair dressing. Used with massage, it is an effective aid in the treatment of Dandruff, Patchy Baldness, Itching Scalp and other common scalp and hair conditions. Try it. Start today and persevere with it.

Shampoo with Glover's Medicated Soap—specially compounded for home use as a cleansing agent to blend with the Medicine and remove its pine tar odor. At all Drug-gists. Tell your Barber or Hairdresser to give you Glover's. For FREE literature write Glover's, 461 Fourth Ave., New York



**GLOVER'S
MANGE MEDICINE**

For A Comfortable, Pleasant
Voyage... Take -



in this room -

STYLES ARE MADE

COLUMNS ARE WRITTEN

STARS ARE BORN

This room might be any of twenty Hollywood or Los Angeles night spots where stage, screen and radio stars gather. The hat worn by that star over there at the next table will be all the rage in three weeks; and there's what's-his-name doing his daily column for a hundred newspapers, and behind you (don't look now) is the screen actress M.G.M. is grooming for the spring schedules...

Wouldn't you like to be part of this mid-winter whirl of glamour, excitement and fun? And wouldn't you like to spend your days on a tropic isle or at a sun-soaked desert oasis, or playing golf in shorts, or riding through valleys of orange groves sheltered by snow-capped peaks, or watching the races, or exploring old ghost towns in the gold country?

Southern California is full of rest, adventure, fun and excitement. Each day brings new experiences, in Pasadena, Glendale, Long Beach, Santa Monica, Pomona, Beverly Hills, and scores of others in Los Angeles County and its neighbors—all mixed into the finest winter vacation you've ever had!

Even from New York it's just overnight by plane, 2½ to 3 days by train, 5 to 7 by auto or bus, two weeks by steamer via Panama Canal. And vacation costs here average 22.8% under those of 20 other leading U.S. resorts.

WARNING! You're taking a chance if you send this coupon! For it brings you, with our compliments, an 80-page book full of tantalizing pictures, maps, plans, itineraries, detailed costs that's been known to send people packing for Southern California inside a week.

When you arrive, be sure to visit our new Official Information Bureau, 501 West 6th St., Los Angeles, for expert help in getting the most enjoyment out of your stay here. FREE, of course.

Come to California for a glorious vacation. Advise anyone not to come seeing enjoyment lest he be disappointed, but for tourists, the attractions are unlimited.

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Send me free by air with complete details including costs of a Southern California vacation. Also send free routing by ☐ auto ☐ rail ☐ plane ☐ bus. ☐ steamship. Advise me free by air what to see in ☐ Los Angeles ☐ Orange ☐ Riverside ☐ Santa Barbara ☐ Inyo ☐ San Diego ☐ Imperial ☐ San Bernardino ☐ Ventura ☐ Kern.

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NO METAL CAN TOUCH YOU

It pays to ask distinctly for Paris. Always higher in quality than price. Get several pair—alternate wearing prolongs their life. A real convenience and economy, too. Make your selection from the complete Paris styles and patterns. 50c and up.



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PICTURES TO THE EDITORS

(continued)

CIRIOS

Sirs:
Little known, little studied, the cirio forest of Lower California, Mexico, stands unique in the plant realm. Botanists have classified the plant (*Idris columnaris*), know that it is neither a true shrub nor a true tree, that it is a xerophyte or desert dweller, has no true

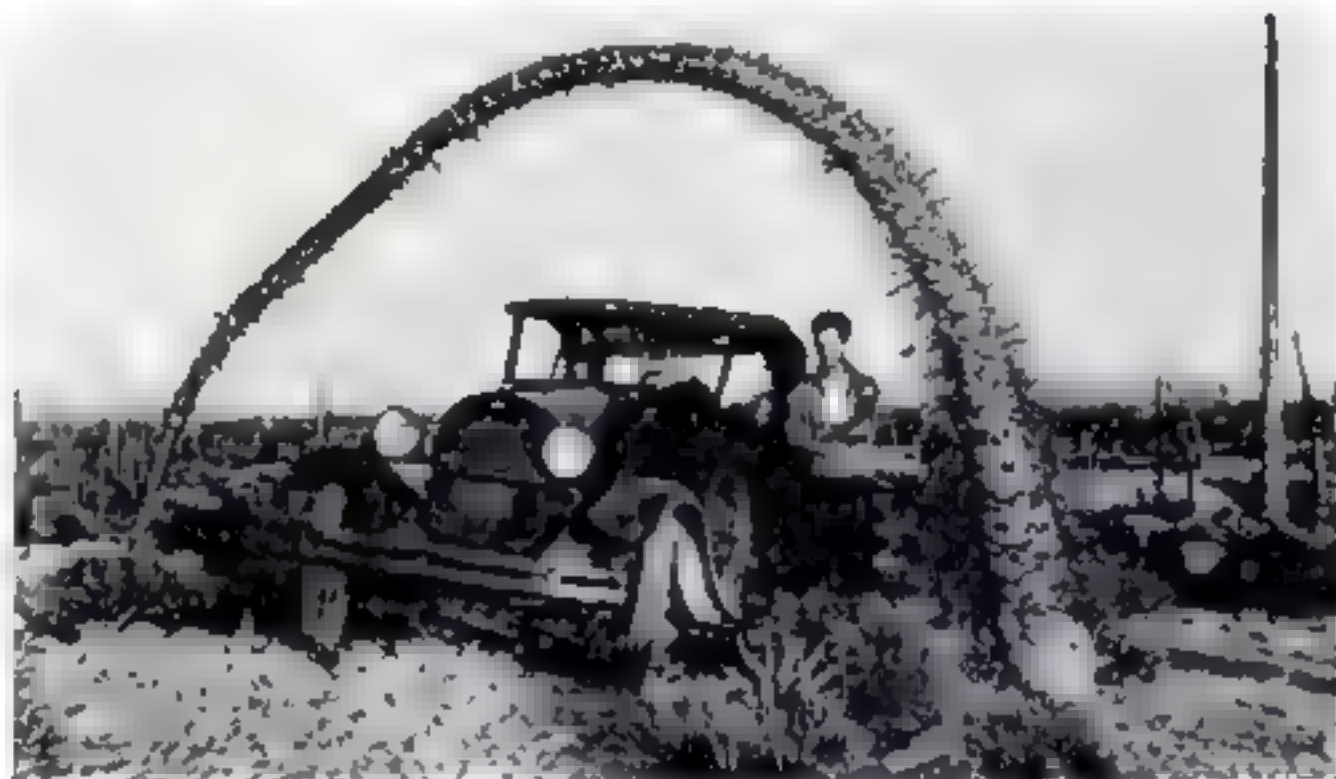
branches like ordinary trees, no true leaves, and no real wood in its structure. But no one seems to know much about its life and habits. Where it came from or how it developed are matters still for speculation.

HULBERT BURROUGHS
CHARLES SHELTON

Los Angeles, Cal.



CIRIOS AGAINST THE DAWN IN LOWER CALIFORNIA



PHOTOGRAPHER SHELTON AND CAR UNDER CIRIO ARCH



CIRIOS THROW OUT STRANGE ARMS AT STRANGE ANGLES

You'll like their
COMFORT
You'll like their
WEAR
They cost so little
won't ravel or
TEAR



ZIPPER JACKET
Style 5224 (Blue)
Style 7224 (Grey)

Hunting and Fishing can be more fun in all kinds of weather when you wear a comfortable Brown's Beach Jacket or Vest. Sportsmen everywhere say that no other garment can so completely keep out wind, rain, snow or cold. The soft wool fleece



COAT without COLLAR
Style 124

construction keeps out the weather and keeps in body warmth. A Brown's Beach Jacket is perfectly quiet in the woods, can't catch on brush, won't ravel or tear. The elastic weave won't "bind" the arms—gives perfect freedom of action.

There are 5 styles in Coats and Vests, sizes 36 to 50. Above is the New Zipper Jacket, in Oxford grey or navy blue. Below is the famous Brown's Beach Jacket with snap fasteners (no buttons to pull off). Wear a Brown's Beach Vest under your hunting coat.



LOW NECK VEST
Style 524

If your dealer doesn't carry Brown's Beach Jackets, send us his name and we will send you FREE illustrated folder of styles and prices.

COAT with COLLAR
Style 224



BROWN'S BEACH
JACKET COMPANY
911 Chandler St.
Worcester, Mass



In a Forward Pass it's

TIMING

and it's timing that makes every N. H. M. HOTEL click, too!

Split-second timing. The right man in the right place at *exactly* the right time, to give you what you want, when you want it! That's the way we run those nine great N.H.M. HOTELS of ours, too. As experts in the handling of fine hotels, we could tell you about our training, our chalk-talks, and our practice. But the only thing that interests you is the fact that life runs so much smoother in a N. H. M. HOTEL. You get what you want, when you want it—pronto!



LOOK FOR THIS CREST

IN NEW YORK • Hotel New Yorker... George V. Riley, Manager. Private tunnel to Pennsylvania Station, 2500 rooms with tub and shower bath, radio, servitor. Rates from \$3.50.

IN NEW YORK • Belmont Plaza... Richard E. Daley, Manager. Lexington Avenue at 49th Street. 800 rooms with both tub and shower bath and radio, from \$3.00. Home of the famous new Glass Hat.

IN CINCINNATI • Netherland Plaza... Max Schulman, Manager. 800 rooms with tub and shower bath, radio. From \$3 a day. Enjoy the Restaurant Continentale and Pavillon Caprice.

IN DETROIT • Book-Cadillac... W. O. Seelbach, Manager. 1,200 quiet, beautifully furnished rooms with bath. Rates from \$3 a day. Visit the colorful new Esquire Room and Book Casino.

IN CHICAGO • Congress Hotel... John Burke, Manager. On Michigan Boulevard, overlooking Lake Michigan. Big, comfort-planned rooms, from \$3.00 a day. Be sure to visit the famed Congress Casino.

IN DAYTON • Hotel Van Cleave... R. M. Daschner, Manager. Finest hotel in Dayton, with 300 modern, homelike rooms, with bath. From \$2.50 a day. You'll enjoy the new Mayfair Room.

IN DALLAS • Hotel Adolphus... Otto Schubert, Resident Manager. 825 rooms with bath. Rates from \$2.50 a day. Home of the glamorous new Century Room.

IN MINNEAPOLIS • Hotel Nicolet... Neil R. Messick, Manager. Minneapolis' most beautiful hotel. 600 large, modern rooms. From \$3. New Minnesota Terrace and Jolly Miller Cafe.

IN THE WHITE MOUNTAINS • Eastern Slope Inn... Carl O. Randall, Manager. Located at North Conway, N. H., skiing center of New England. Winter and summer sports. Rates from \$8.00 a day, American Plan.

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*Press a button
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*brings in your programs at the touch
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NEW TOUCH TUNING MODEL
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Your G-E Radio Dealer now has on demonstration a brand-new G-E Touch Tuning model, F-96. This remarkable instrument is sensationally priced—to bring Touch Tuning within reach of EVERYONE. It costs no more than you would pay for a good conventional hand-dialed radio.

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THERE is always one best in everything, and G-E Touch Tuning is the highest development ever achieved in completely electric automatic tuning. Prove this statement for yourself by a personal comparison and demonstration of this year's new radios.

Once you've tuned in the new General Electric you'll never be satisfied with any other radio. Here's how it works: You pick your program by pressing a button marked with the letters of your station. There are S-I-X-T-E-E-N buttons in all. Just choose your station—and press a button. That's all!



MODEL F-107

Instantly, silently, and automatically, your program comes in tuned to hairline precision. No dials to twist, twirl or swish! No fumbling with knobs! The new General Electric makes hand-dialing obsolete.

Stop in soon at your nearest General Electric Radio dealer's. See how much more enjoyment you can have by trading in your old radio now on a new General Electric.

18 Super Value G-E Models to select from
Beautiful new console models, personal radios, arm-chair radios \$19.95 to \$295. Prices slightly higher South and West. Subject to change without notice.



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FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. S. T. N B C RED NETWORK



TIMELY



CLOTHES

*"—don't look now. But
isn't that Ed Martin?"*

Bated whispers like that mean there's something new, exciting about you! Perhaps the lady, to be sure. Perhaps for any man *going out* will do better things. Heightens his self-esteem and improves his sense of values! **TIMELY CLOTHES** — in finer fabrics fashioned by generation-skilled Timely tailors, go the way of a young man in character pattern and cut. And go out of their way to meet his needs in service and price! \$30 to \$55 at your dealer, or write us direct. (Incidentally, address Dept. L for a new-type Timely Wishbone Hanger, sent to you free on receipt of ten cents for carriage costs.)

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*A pack o'
pleasure*



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